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AUGUST 6, 1945
PRICE 15 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio
Broadcast Advertising

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As we were saying...

PERHAPS YOU'LL RECALL the numerous program ads that WOR has been running. Month after month they've—ahem!—told you what very smart people we are when it comes to the creation and production of *all kinds* of local shows.

If proof were lacking, and we're not convinced that it was, proof galore has just fluttered to our desk in the form of a small, white memo issued by our audience analysts.

Say they: According to our interpretation of the April-May "Crossley Continuing Study of Radio Listening in Greater-New York", 10 of the 13 most *highly-rated* local New York programs—excluding news—are on WOR.

Nicest thing about the report, is that these ten great WOR programs are as varied as the color pattern of one of our ace producer's shirts. They run the gamut of everything from a tip-top woman's program to a spine-tingling drama, comedy, children's show and an educational quiz.

If you're an agencyman or a sponsor with a show problem on your mind, why not call WOR today? It would seem to us that a station that can create and produce 10 of the 13 most popular shows in the most competitive radio territory in America, can whip up a show for you that will make your advertising more productive, and thus reduce a low first cost.

that power-full station WOR

at 1440 Broadway, New York

MUTUAL

Outdoors . . .

. . . Wherever They Go . . .

. . . Indoors

PEOPLE* ARE YOUR MARKET -- --WLS ENTERTAINERS DRAW PEOPLE*

WLS STARS

Packed Them In at the Following Places:

ILLINOIS
- Chicago
- Hinckley
- Harvey
- Galesburg
- Elgin
- Stewart
- Shabbona
- Sycamore
- Dixon
- Sublette
- Polo
- Amboy
- Kirkland
- Somonauk
- DeKalb
- Genoa
- Aurora
- St. Charles
- Plano
- Hampshire
- Elburn
- Woodstock
- Maywood
- Macomb
- Joliet
- Moline
- Wellington
- Morton
- Waukegan
- Streator
- Kewanee
- Pontiac
- Paris
- Mattoon
- Peoria

INDIANA
- Rensselaer
- Monticello
- Crawfordsville
- Frankfort
- Kendallville
- Winamac
- Medaryville
- Kokomo
- Lowell
- Evansville
- Lafayette
- Valparaiso
- South Bend
- Wabash
- Vincennes
- Peru
- Gary
- Logansport

MICHIGAN
- Oshtemo
- Galien
- Coldwater
- Jackson

WISCONSIN
- Oconomowoc
- Elkhorn
- Oshkosh
- Manitowoc
- Green Bay
- Racine
- Milwaukee
- Madison

OTHER STATES

OHIO
- Akron
- Cincinnati
- Columbus
- Dayton
- Youngstown

OKLAHOMA
- Muskogee
- Norman
- Oklahoma City
- Tulsa

TEXAS
- Dallas

MISSOURI
- Hannibal

PENNSYLVANIA
- Newcastle

PLAY TO QUARTER-MILLION, FIRST HALF OF 1945

PEOPLE are your market. People, crowds of them, come out whenever WLS entertainers appear. In town, village and city theater, it's the same. From Galien, Michigan to Wabash, Indiana; from downtown Chicago to Green Bay, Wisconsin; from Milwaukee to Kokomo—WLS listeners *respond* to personal appearances, just as they respond to WLS broadcasts with a million letters a year. (237,225 people *paid* to attend WLS personal appearance shows, January through June, 1945. This does not include thousands at bond rallies, studio shows, and special events.)

People coming to WLS appearances is another solid item of evidence to add to our 237 proved advertising result stories; to our 15 million letters in 15 years; evidence that WLS has built *listener-confidence* on a large scale in a big market; evidence WLS will help *your product* gain dealer- and consumer-acceptance among the 14 million people in our area. For more facts about the market, the people and WLS, call a John Blair man today.

* Photographs of crowds at WLS Broadcasts

REPRESENTED BY
JOHN BLAIR & COMPANY

WLS
CHICAGO 7

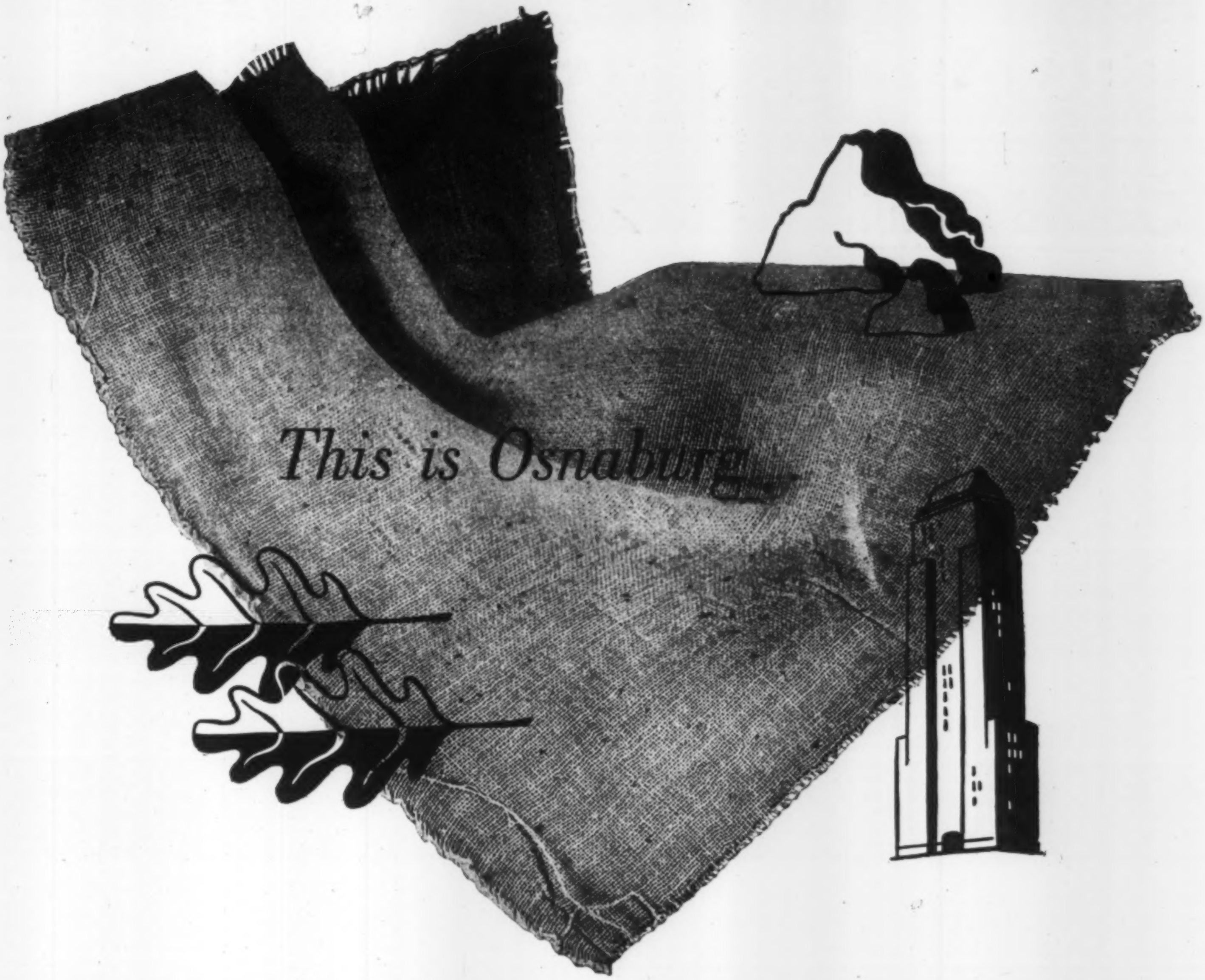
890 KILOCYCLES
50,000 WATTS
AMERICAN AFFILIATE

The
PRAIRIE
FARMER
STATION

Burridge D. Butler
President

Glenn Snyder
Manager

MANAGEMENT AFFILIATED WITH **KOY**, PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS



Osnaburg can grow leaves, change to rock, become part of a building, a sandy beach . . . or disappear entirely.

Osnaburg is the tough, durable cotton cloth used by our Army and Navy for camouflage. And it is made in the 16-county WSPA Primary Area. Made in those same cotton textile plants that are turning out 2¼ *billion yards* of cotton cloth a year...21½ per cent of all the cotton cloth produced in the United States.

But cotton textiles are only part of the economy of the prosperous WSPA Piedmont. Textile machinery, wood industries, plastics and affluent agriculture give an almost-Midas touch to this 16-county paradise.

A paradise that is "one of the *best-balanced* sections in the entire country"!

And WSPA swings the *balance* your way.

WSPA

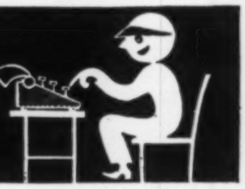
SPARTANBURG,
SOUTH CAROLINA
Home of Camp Croft

5000 watts Day, 1000 watts Night, 950 Kc.

Represented by Geo. P. Hollingbery

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline



Closed Circuit

JESS WILLARD, general manager, WBT Charlotte, and former manager WJSV (now WTOP) Washington, will occupy new post at NAB as executive assistant to President-designate Justin Miller. That's the best bet this week.

WHAT ABOUT that freeze thaw? If WPB figures the lid will be off on new transmitter and tube manufacture by, say, Oct. 15, then FCC may start processing applications about Aug. 15—60 days ahead—in compliance with its commitment of last January to give two-month breathing spell so applicants can toe the mark. Don't take aforementioned dates too lightly. It might be just that, and probably no longer than a month later, the way Pacific war is going.

WHEN REP. Clifton A. Woodrum (D-Va.) resigns from the House about Sept. 1, his duties as chairman of Independent Offices Appropriations Subcommittee doubtless will go to Rep. Joe Hendricks (D-Fla.), next in line. Subcommittee handles FCC appropriations. Rep. Woodrum, a conservative Democrat, becomes president of American Plant Food Council after 23 years of distinguished service. Rep. Hendricks has served in House since 1936 and is adherent of Woodrum school.

BEFORE LONG, Myles L. Loucks, managing director of FM Broadcasters Inc. and younger brother of the redoubtable Phil, Washington radio attorney, will leave his FM post. An offer to return to York, Pa., his home town,

(Continued on page 84)

Upcoming

Aug. 6-7: NAB Board, Hotel Statler, Washington.

Sept. 3: Rio Conference, Rio de Janeiro.

Oct. 2-3: Clear Channel Hearings, FCC Washington.

Bulletins

FOR the second time the FCC clear channel hearing has been postponed [CLOSED CIRCUIT, June 11]. Date now is Oct. 23 on order of Commission issued Friday. Postponement was occasioned by Third Inter-American Radio Conference in Rio de Janeiro, scheduled for Sept. 5. Hearing originally was set in February for May 9, then postponed to Sept. 5 when neither industry nor FCC engineers could prepare.

FIRST color news picture ever transmitted by radio for publication—a photograph of the Big Three at Potsdam—was released by the War Dept. late Friday. Picture was transmitted from Paris to Washington by Radio Telephoto. New process was developed by Signal Corps., Army Pictorial Service.

JOHN J. TORMEY, formerly of William Esty & Co., New York, is now account executive at Grant Adv., New York, handling the Bendix Aviation Corp. account. He was for 21 years with Lord & Thomas (now Foote, Cone & Belding) as account executive on Lucky Strike, Schenley and RCA.

Business Briefly

MATHES PROMOTES TWO ● William Theodore Okie, vice-president of J. M. Mathes Inc., New York, has been elected a director of the corporation and Douglas R. Hathaway, for the past nine years in charge of the media department, a vice-president.

LUX THEATER RENEWED ● Lever Bros. Co. (Lux soap), for 11th consecutive year on Aug. 27 resumes weekly *Lux Radio Theater* on 143 CBS and 21 CBC stations, Monday, 9-10 p.m. (EWT). Initial broadcast of fall season will co-star Claudette Colbert and Ray Milland in the comedy-drama, "Practically Yours". Fred MacKaye continues as director for J. Walter Thompson Co., agency placing, and Sanford Barnett and Sam Carter writing and Louis Silver continuing as musical director.

DRAX SPOT TEST ● S. C. Johnson & Son, Racine (Drax), effective Aug. 20 will begin sponsorship of a 13-week test using 5 spots weekly on WDRC Hartford and 10 spots weekly on KROS Clinton. Agency, Needham, Louis & Brorby, Chicago.

TEENTIMERS ON NBC ● Princess Jr., New York (Teentimers dresses), on Aug. 25 starts a Saturday morning half-hour program on NBC titled, *Teentimers Canteen.* Program, featuring music and youthful fashion advice, will have juvenile guests chosen by local contests. Agency, Sterling Adv., New York.

STERLING BUYS TIME ● Sterling Furniture Co., New York, starts sponsorship Sept. 10 of a quarter-hour show, 6 times weekly, a ten-minute show, 6 times weekly, and 30 spot announcements weekly on WMCA New York. On WNEW New York firm sponsors

(Continued on page 84)

FCC Extends Control Over Business

FCC has tightened still further its control over business affairs of broadcasting and has given notice it is considering expansion of its annual financial report with respect to operation of individual stations. [BROADCASTING, March 6, 1944, April 23, May 28.]

New provisions require filing of 1945 annual ownership reports, as of June 30, on form 323 by Nov. 1; thereafter annual ownership reports to be filed by April 1, each year. Interim reports affecting change "in policy making personnel" such as managers, program directors, etc., must be filed within 30 days after such changes. Annual reports require complete information about all "policy making personnel".

Information on all stockholders of licensee corporation, except those holding 1% or less, must be given.

Repealing two sections of its Rules of Practice and Procedure, FCC Friday adopted four new regulations and amended another.

Broadcasters who bitterly opposed making their financial affairs an open book won a partial victory when the Commission ruled that ownership data of licensees must become a public record, but network and transcription contracts, "as well as financial data of licensees" will not be open.

"In this connection," said FCC news release, "the Commission announced that it is giving consideration to expanding its annual statistical report so that the report will contain certain financial data with respect to the operation of individual stations."

Comr. C. J. Durr, viewing action as a "move in the right direction", nevertheless issued a dissenting memoranda.

He thinks the rules "stopped far short of making available to the public information to which it is properly entitled". He makes it plain that he thinks balance sheets and income statements of individual broadcasters should be spread on the public record so the public will know the ratio between station income and its expenditures for programs.

Mr. Durr believes if radio is a private business "hinged only with such public interests as may flow as an incidental byproduct of profit-making operation", then FCC has no right to demand information required by Secs. 1.301 and 1.302. If it is "public business", then the Commission is entitled to "full information" and the public likewise should be given that data.

Mr. Durr thinks the public has a "very definite interest in seeing to it that radio is used as something more than an advertising medium." The public, he says, should know how much money a station takes in so it can "insist" upon time being made available for programs of "civic and public nature."

"Moreover, if the public is to demand better programs and less advertising interruption it should know what the licensee is spending on program service and what it should reasonably be expected to spend in the light of its earnings."

Network contracts should be open to the public, he contends, because the public should be fully apprised of "contractual relationship between licensees and the network organization which produces a large percentage of programs that they hear."

Its "wholly unrealistic," he thinks, to contend that "secrecy of network contracts is required to maintain a competitive position" in broadcasting.

BOY SCOUTS
IN
NEW ORLEANS

4-H CLUB MEMBERS
IN
MISSISSIPPI

Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts ★ Clear Channel ★ CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

"by the company he keeps"

FALSTAFF BREWING CORP.

Three 15-minute News periods per week . . . 52 weeks a year.

Dancer-Fitzgerald-Sample, Chicago

THOMAS KILPATRICK & CO.

Five 15-minute News periods per week . . . Now in SIXTH year . . .

KOIL

Represented by Edward Petry Co., Inc.

CBS in Omaha

5000 WATTS 1290 KILOCYCLES

GORDON GRAY,
General Manager

BROADCASTING
The Weekly Newsmagazine of Radio

Published Weekly by Broadcasting Publications, Inc.

Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg.
Washington 4, D. C. Telephone: ME 1022

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

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Art King, *Managing Editor;* J. Frank Beatty, Bill Bailey, *Associate Editors.* STAFF: Jack Levy, Lawrence Christopher, Mary Zurhorst, Sidney Shelley, Norma Pugliese, Jerry Posey, Adele Porter.

BUSINESS

MAURY LONG, *Business Manager*

Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Carpenter, Marie Woodward. AUDITING: B. T. Taishoff, Catherine Steele, Mildred Racoosin.

CIRCULATION

BERNARD PLATT, *Circulation Manager*
Dorothy Young, Herbert Hadley

NEW YORK BUREAU

250 Park Ave., Zone 17, *PL*aza 5-8355

EDITORIAL: Bruce Robertson, *New York Editor;* Florence Small, Dorothy Williams, Dorothy Macarow.

ADVERTISING: S. J. Paul, *New York Advertising Manager;* Patricia Foley.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1, *CEN*tral 4115
Frank A. Browne, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU

1509 North Vine St., Zone 28, *GL*adstone 7353
David Glickman, *Manager;* Marjorie Barmettler.

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

Copyright 1945 by Broadcasting Publications Inc.

SUBSCRIPTION PRICE $5.00 PER YEAR. 15c PER COPY

4TH IN BUYING INCOME

1000'S OF DOLLARS

$178,000

12TH IN POPULATION

SHREVEPORT, LOUISIANA

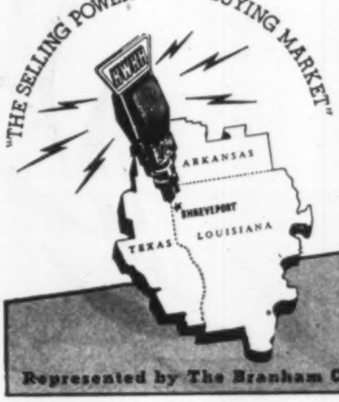
STACKS UP!

among the 12 cities of 115,000 to 125,000 population

THE SIZE of a metropolitan market is one thing, but purchasing power is another.

For example, Shreveport ranks 12th in size among these twelve representative American cities in population — but FOURTH in buying income (thousands of dollars), according to Sales Management Survey of Buying Power, May 15, 1945.

And better still, the Shreveport area is blanketed by the super-power of 50,000-watt KWKH, a big station with a big audience in a rich and ready market!



Represented by The Branham Co.

KWKH

CBS ★ 50,000 WATTS

The Shreveport Times Station

SHREVEPORT, LOUISIANA

THE WINNING CBS AFFILIATED STATIONS

WDNC	(Durham) First Place in *overall promotion* among local channel stations.
KLZ	(Denver) Second Place for *overall promotion* among regional channel stations.
KRNT*	(Des Moines) Third Place for *overall promotion* among regional channel stations.
WRVA	(Richmond) Third Place for *overall promotion* among clear channel stations.
WTAG	(Worcester) First Place for a *single promotion* among regional channel stations.
KTUL	(Tulsa) Third Place for a *single promotion* among regional channel stations.
WIBX	(Utica) Second Place for promotion of the *7th War Loan* among local channel stations.
KTUL	(Tulsa) Second Place for promotion of the *7th War Loan* among regional channel stations.
WBNS	(Columbus) Third Place for promotion of the *7th War Loan* among regional channel stations.
KFAB	(Lincoln) Third Place for promotion of the *7th War Loan* among clear channel stations.

**A CBS affiliate when considered for award.*

THE WINNING CBS OWNED STATIONS

WEEI	(Boston) First Place for *overall promotion* among regional channel stations.
WCCO	(St. Paul-Minneapolis) Second Place for a *single promotion* among clear channel stations.
WABC	(New York) Third Place for a *single promotion* among clear channel stations.
WEEI	(Boston) First Place for *overall promotion* among all-network owned and operated stations.
WCCO	(St. Paul-Minneapolis) First Place for a *single promotion* among all-network owned and operated stations.
WABC	(New York) Third Place for a *single promotion* among all-network owned and operated stations.

add: “

"LEADERSHIP!"

A few weeks ago several hundred executives of America's leading advertisers and advertising agencies passed expert, critical and detached judgment on 112 promotional exhibits submitted by U. S. and Canadian radio stations to *The Billboard's* Eighth Annual Station Promotion Competition.

Then they cast their ballots.

They gave 16 awards to 12 stations of the Columbia Broadcasting System.

They gave 10 awards to 6 stations of Network B.

They gave 7 awards to 7 stations of Network C.

They gave 6 awards to 4 stations of Network D.

They gave 4 awards to 4 non-network stations.

They gave 2 awards to 2 stations of the Canadian Broadcasting Company.

This is the 7th station competition since the beginning of 1945 in which stations of the CBS network have given unassailable evidence of striking leadership.

The score speaks for itself.

It confirms the faith which these same advertisers and agencies have consistently maintained in the energy and enterprise of this network.

And it demonstrates once more that *leadership is not an accident.*

To both its affiliated and its owned member stations, Columbia offers its heartfelt congratulations for achieving this conspicuous recognition of their promotional efforts.

To *The Billboard* and its competent and comprehensive jury goes our deep appreciation for their discerning judgment.

This is CBS...

The Columbia Broadcasting System

The Pony Express Had a Punch

but its relayed services were limited to "spot" stops at small, widely-separated towns with meager populations.

Radio Station

WFLA

serving the Tampa-St. Petersburg area,

contacts scores of prosperous Florida communities whose populations and purchasing power are constantly increasing.

Top-ranking NBC programs, plus live local showmanship, attract the largest audience in this area—they make WFLA the most-listened-to station in this rich market.

For effective, thorough coverage of this "bigger slice of Florida"—with the greatest buying power in its history—use radio station WFLA.

5000 WATTS DAY AND NIGHT

WFLA

TAMPA NBC

NATIONAL REPRESENTATIVE
JOHN BLAIR & CO

Feature of the Week

Excerpts from Don Pryor's description of a CBS broadcast from a Superfortress over Tokyo.

THE TRANSMITTER at Guam giving us the cue failed at ten minutes before air time, so I advised I would have to go on the air blind. I gave them a time check from my wristwatch, the only available time-piece.

I had a mike in one hand, my wristwatch and binoculars in the other, cans on my head, a pile of notes beside me on the pilot's instrument panel, and a censor standing behind me. I was half sitting and half standing, mostly falling over the nose-gunner in order to see out and down.

Gave Cans to Censor

When I got on the air, I gave the cans to the censor. From there on, there was no problem except that the censor nearly bashed in my back when I began to mention the altitude. I had forgotten I had promised to use no precise simile. In fact, the simile of 25 or 30 Chrysler Buildings piled on top of each other turned out to be inaccurate because I thought we were 20 to 25 thousand feet up, when actually we were only 17 thousand feet up.

The interference during the broadcast that I originally thought was "jamming," turned out to be the Navy PRO station at Okinawa tuning up and calling Guam. They had received no word to stay off my frequency.

I studied Tokyo so thoroughly I could extemporize a detailed description over any mashed potato for an hour or more. On the flight north, I wrote reams of copy covering everything I might possibly want to use. The censor cleared this and my hand-written notes covered a score of pages. The actual broadcast, technically, was ad libbed, but all material was covered by censored matter, plus the color description which had been previously okayed. The system worked perfectly.

The entire crew took an intense personal interest and were greatly disappointed when they learned they couldn't listen in on the inter-com. When I finally heard from Guam that the signal had gotten through and that Paul White was happy, everybody shook hands with everybody else like rooters for a winning team.

Other Missions

The plane had other missions but had been instructed to subordinate everything else to the broadcast. On the return from the flight, the officers of the plane and I repaired to the photo reconn squadron club for a bottle of beer. Each officer was met by a joshing crowd, the other officers singing "Hail to the Hero" and the Air Corps Song.

The whole squadron had picked up the broadcast from the Navy station and other planes over various parts of the theatre and Japan also listened in.

Sellers of Sales

MORE time buyers should get out of their offices and visit radio stations around the country, according to Lester Malitz, whose experience in radio has taught him personal contact with station executives gets results.

The six-foot-two vice-president and media director of Warwick & Legler Inc., New York, believes too many time buyers and media experts stick behind their desks. Sitting in your own office, he says, time-buying can present lots of difficult and trying problems, which you can't answer yourself.

LESTER

Lester, who looks like a football quarterback, went into advertising in 1921, as an office boy in Ruthrauff & Ryan, New York. During the next few years, he worked in the production and media departments at R&R, and later became the agency's media director. Lester remained with Ruthrauff & Ryan for 15 years, leaving in 1936 to join Cecil, Warwick & Cecil as media director.

In 1938, he was elected a vice-president and director of the newly-formed agency, Warwick & Legler.

He now directs time and space buying for all agency accounts. Among them are: Pabst Sales Co., Chicago; Larus & Bro. Co., Richmond (Chelsea Cigarettes); Sherwin-Williams Co., Cleveland (radio only); Equitable Life Assurance Society of the U. S., New York, and the George W. Luft Co., Long Island, City (Tangee).

Lester is married and has two children. A native New Yorker, he now lives in Rockville Centre, Long Island. Advertising, he says, is not only his business but it has also become his hobby.

U-BOAT 505 arrives and the WWDC mike was there!

When the U. S. Navy brought the captured German submarine U-505 to Washington and turned it over to the Treasury Department, the D. C. War Finance Commission asked WWDC to work with them.

Opening day we did a specially-written, specially-produced half-hour SPAR's program from the sub, followed by a dramatic 15-minute broadcast, daily for a week.

Writes Al Harlof, Chairman of the D. C. War Finance Radio Division:

"Bond sales Sunday at the sub alone were $26,000, mostly in $25 units—a majority of visitors mentioned WWDC broadcast. Total sales credited to the submarine promotion—over$600,000 in one week."

That's showmanship that produces listeners . . . and develops sales. There's help for your sales via WWDC too!

WWDC

the big sales result station in Washington, D. C.

Represented nationally by WEED & COMPANY

BALANCE HOLDS THE AUDIENCE......

SHARKEY, the world famous seal, holds his audience spellbound with amazing balancing feats. And we balance radio programs to win and hold the two great metropolitan New York markets that listen to WOV. As the result of giving listeners the kind of programs they want to hear, WOV enjoys a continuous around-the-clock audience, night and day. In the daytime WOV overwhelmingly dominates metropolitan New York's Italian-speaking market of 520,000 radio homes. And in the evening, between the Hooper Hours of 7:30 and 10:00 p.m., WOV delivers the largest average metropolitan audience of any New York independent station . . . at less than half the cost of the next ranking station.

RALPH N. WEIL, General Manager
JOHN E. PEARSON CO., Nat'l Rep.

WOV
New York
THE KEY TO TWO MARKETS

"I like to know how I'm doing

. . . and a Presto recording tells me frankly!"

"A Presto recording is my severest critic," says Hildegarde, radio's fabulous singing star. "I have each of my Raleigh Cigarette programs transcribed so that after the show I can check my voice and delivery. When you use Presto equipment—with its accurate reproduction and fidelity to musical tones—you know you're getting the truth!"

Major broadcasting stations all over the country have found that Presto produces high quality work—consistently. What's more, busy recording studios know that Presto equipment can take it, year in and year out, and still remain in perfect operating condition over long periods without adjustment. For every Presto unit is a precision instrument embodying fine materials and workmanship and the highest operating skill. Write for complete information.

PRESTO

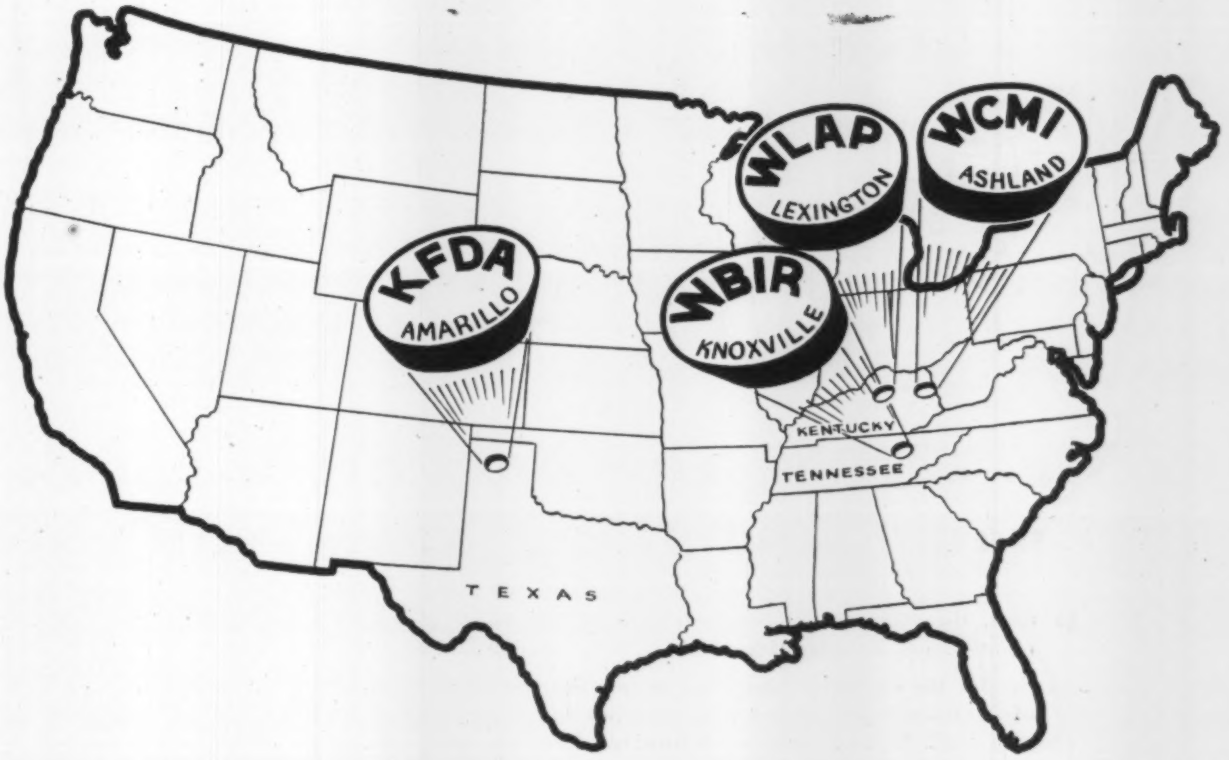
RECORDING CORPORATION

242 West 55th Street, New York 19, N. Y.
Walter P. Downs, Ltd., in Canada

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

fall..

is just "around the corner"


WLAP
LEXINGTON
WCMI
ASHLAND
KFDA
AMARILLO
WBIR
KNOXVILLE
KENTUCKY
TENNESSEE
TEXAS

The inclusion of the Nunn Stations in your fall-winter campaigns will produce sales results at low cost.

These stations aggressively serve the populous sections of their respective markets.

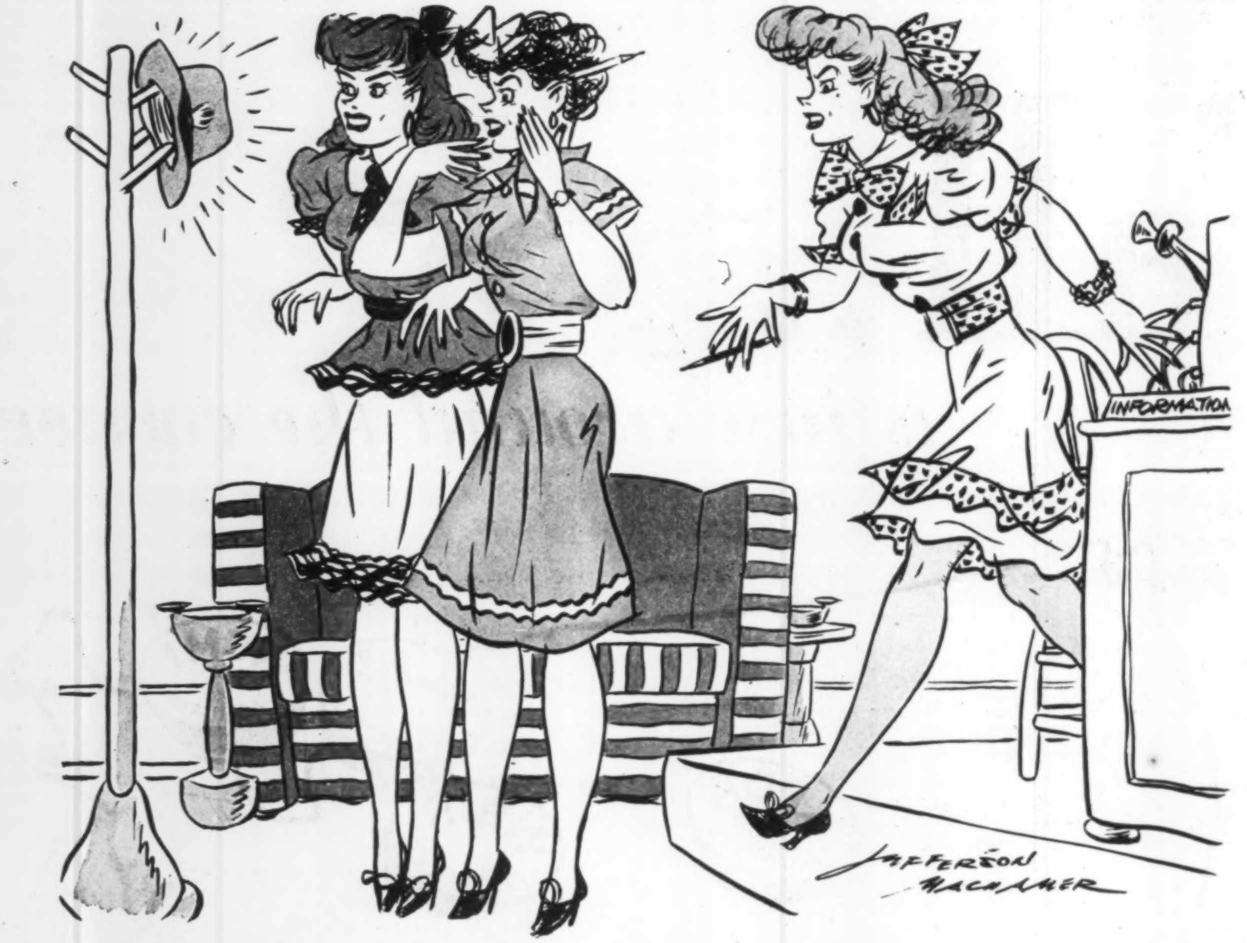
Each station uses year-round audience-building promotion campaigns.

WLAP, WBIR and KFDA are affiliates of the American Broadcasting Company. WCMI is a CBS affiliate and maintains studios in Huntington, West Virginia in addition to the home offices in Ashland, Kentucky.

REPRESENTED NATIONALLY BY THE JOHN E. PEARSON CO.

The Nunn Stations

OWNED AND OPERATED BY GILMORE N. NUNN AND J. LINDSAY NUNN



"It's Mr. F&P's. The Boss bet a hat he could name something 'spots' can't sell!"

- Well, there are locomotives, steamships, municipal power plants—spot broadcasting might fail to dispose of *them*.

But for the ordinary things that people buy, no other form of salesmanship can equal it in efficiency and economy. And why not? As truly now as before type was invented, the *spoken word* is still the most powerful sales-tool known. With spot-broadcasting alone, you can engage the most eloquent, persuasive voice in any community—can have that voice carry your message into almost every worth-while home, as often as you wish.

With the spoken word, we believe we can convince you that spot broadcasting is your one best bet in advertising. When may we try?

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
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BROADCASTING
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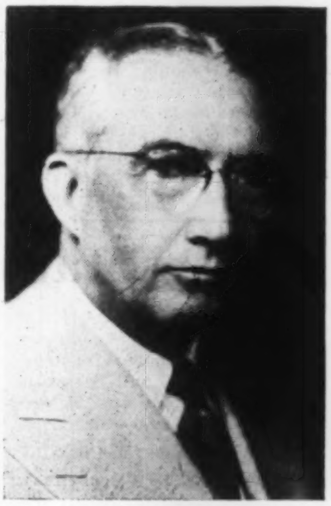
BROADCAST ADVERTISING

VOL. 29, No. 6 WASHINGTON, D. C., AUGUST 6, 1945 $5.00 A YEAR—15c A COPY

Airborne Relays Seen for Television—FM



Mr. Martin

Mr. Evans

Plan Will be Told By Martin And Westinghouse

By SOL TAISHOFF

A FABULOUS plan wherein radio and aviation would join hands to saturate the nation with primary radio service via a system of very high frequency relays (from plane to plane), which would carry television, FM, facsimile and even business radio transmissions, is about to be unfolded.

Westinghouse, pioneer in radio, and Glenn L. Martin Co., in the forefront of aeronautics manufacturing and research, are the joint inventors and developers. Although the development is being closely guarded, announcement can be expected. A news conference may be held in New York soon. Mr. Martin, himself, Walter Evans, Westinghouse vice-president in charge of all radio operations and a well-known engineer, are expected to tell the story.

Despite the secrecy, this much seems to be claimed for the projected service, a sort of radio-aviation fantasia which could solve all of the problems of networking of television and FM without wires:

The country would be staked off into perhaps a score of geographical segments. Planes "anchored" to a prescribed course and equipped with appropriate television, FM and other transmitters and relays would "circle" the course transmitting and relaying. They would fly at 30,000 feet. Each plane might cover a radius of about 300 miles, with the coverage "interlaced" with the adjacent areas.

Preliminary claim is that a one millivolt signal (primary service) would be laid down everywhere in the country for visual as well as aural service. In very high frequency or microwave transmission, altitude is all-important. The "antenna height" would be the altitude of the plane itself. The signal "gain" would be produced by the height, so that perhaps a 1,000 w transmitter would produce a received signal equivalent to that of a conventional 500,000 w station.

Two planes would go aloft simultaneously in each geographical area, constantly circling the course. They would be identically equipped. One would be the standby, to pick up if the other developed trouble. Each "pair" of planes would fly the anchored course for eight hours, to be relieved by one pair from the ground. There would be three teams to provide 24-hour service.

Program relays from the ground (or other traffic) also would be by very high frequency (VHF) circuits, as would the relays from plane to plane across and up and down the country. Operations bases would be at special airports, probably located in the centers of the 300-mile ranges.

Unlimited frequencies appear to

(*Continued on page 77*)

FCC Approves Crosley Sale By 4-3 Vote

Split Will Result In Proposals for Congress

APPROVAL last week of sale of the $21,000,000 Crosley Corp., which includes WLW Cincinnati to Aviation Corp., provoked a split on the FCC that will result in legislative recommendations to Congress next fall, looking toward clarification of the jurisdiction in matters pertaining to station ownership.

In approving the biggest single transaction ever to come before it, the FCC split 4-3. But the Commission said it was unanimous in its views that some of the problems presented require "legislative determination" and stated that specific recommendations for new legislation would be made to Congress. Based on the line of questioning at the hearing and on past FCC comments, it was thought the Commission might be disposed to recommend to Congress that all stations be separate corporate entities, divorced from parent operations.

Few Hours After Arguments

The FCC's action came a few hours after hearing of final oral arguments on the Crosley-Avco transaction. Chairman Paul A. Porter was joined by Commissioners E. K. Jett, Charles Denny and William H. Wills in favor of granting the transfer. Commissioners Paul Walker, Ray C. Wakefield and Clifford J. Durr voted to deny. Separate opinions setting forth the views of the majority and of the minority will be issued shortly.

Several members of the Commission plan to leave Washington promptly, with Commissioner Walker expected to leave for Hawaii to conduct common carrier hearings. Mr. Durr plans a vacation and Mr. Wills is returning to his Vermont home before moving permanently to Washington.

Transfer of the Crosley operations, which embrace not only WLW and shortwave and related transmitters, but also the vast Crosley manufacturing operations (radios, refrigerators, home appliances, etc.), may be effected this week, it was thought. The original purchase option would have expired July 16, but this was extended one month to Aug. 16 because of the pendency of the WLW transfer before the FCC [BROADCASTING, July 30]. The contract called for delivery of the Crosley stock to Avco within five days of FCC approval.

Three Main Issues

H. Preston Coursen, Avco counsel, and Duke M. Patrick, Crosley counsel, addressed themselves to three main issues at the oral arguments last Thursday—questions propounded by the FCC itself following the full-dress two-day hearing held on the transfer July 23-24. These related to the propriety of a corporation with other interests owning a station; the fact that no price had been placed on WLW per se, and the question of absentee ownership. It is presumed that all three of these issues will be covered in the forthcoming opinions, as well as in the recommendations to Congress for specific legislative authority.

Questioning from the bench last Thursday was directed not only to the factors involved in the transfer of WLW but also to the contracted acquisition of WINS New York by Crosley from Hearst Radio for $1,700,000, plus $400,000 in time exchange. Whether approval of the transfer might be regarded as automatic approval of the Hearst-Crosley transaction appeared implicit in the questioning from the bench, but counsel for both sides argued that the WINS transfer was an entirely separate proceeding which they presumed the FCC would handle in time.

Both attorneys challenged the Commission's power to do other than approve the transfer if Avco

(*Continued on page 79*)

Broadcast Leaders See FM Replacing AM

Few Clear-Channel Stations to Cover Rural Areas

By BILL BAILEY

STANDARD broadcasting, which this year celebrates its 25th anniversary, will be replaced entirely by FM except for scattered clear-channel stations covering remote rural areas. That's the consensus of leading broadcasters, who were among some 25 witnesses appearing before the FCC last week with the unanimous plea that the proposed Rules & Regulations for FM give widest possible latitude to this new service.

HEARING on proposed FM Rules & Regulations developed unanimous opposition to any move banning AM operators from FM field; pointed up scarcity of FM channels in light of peculiar New England problem; brought from network heads predictions that FM eventually will replace AM, except high-powered clear channel stations covering rural areas; opposition to Commission's allocation plan as defeating its purpose to serve wider rural territory. FCC showed unusual interest in rates, programs.

With military cutbacks mounting and some manufacturers already in production on receivers, the Commission is expected to hand down its final Rules & Regulations within a few weeks. Meanwhile informal engineering conferences between industry and Commission engineers were held Wednesday and Thursday (see this page).

Witnesses for the major networks for the first time admitted that FM, if given the chance, would become the dominant if not the only broadcast service. They implored the FCC not to shackle FM with regulatory restraints.

Disclosure during testimony that the 70 channels set aside for commercial FM would not be adequate to provide four-station competitive service in such congested areas as are found in New England, precipitated a new problem for the FCC. The "unlimited competition" theory in such areas probably would not hold, it was developed. The suggestion that television channel No. 6 (82-88 mc.) might be diverted for FM to provide another 30 FM channels is being considered by the Commission. This is expected to provoke a bitter fight with video.

Indications that James C. Petrillo and his American Federation of Musicians might be moving into FM were seen when FCC Chairman Paul A. Porter questioned G. Richard Shafto, representing the NBC Stations Planning & Advisory Committee, about Petrillo's interests. Mr. Shafto said the AFM head had been a "factor" in the decision to duplicate AM programs on FM.

Virtually all the witnesses thought the proposed regulations [BROADCASTING, July 16] would throttle FM, notably the indecision as to whether present AM owners could continue to own FM outlets.

While the FCC evinced keen interest in programs and rates during the three days of hearing, questioning from the bench indicated a swing toward the single-market plan of horizontal competition in FM, with rural or remote coverage restricted if not foreclosed. Although CBS and certain others vigorously supported the single-market proposal, the preponderance of those who appeared, including former FCC Chairman James Lawrence Fly, opposed such an allocation plan as one failing to utilize the maximum FM capacities.

At the outset Chairman Porter, acknowledging the unanimity of broadcasters against discrimination in AM-FM ownership, assured them the Commission felt that the question of "ultimate policy" on ownership of both AM and FM

(*Continued on page 17*)

Four Classes of TV Stations Proposed

Standards for Video, FM Go to Commission For Action

TELEVISION stations will be divided into four classes under proposed standards adopted last week by a joint FCC-industry engineering conference and submitted to the Commission for formal approval. Frequencies for various parts of the country also were tentatively assigned.

Proposed standards for FM were approved by another joint group and sent to the FCC for final action. Receiver standards setting a high mark in reception and selectivity highlighted FM consideration Wednesday. TV action was Thursday. A subcommittee will work on facsimile standards.

The TV plan provides for assignment of channels for 400 television stations in Class A, B and C to 125 of the 140 metropolitan districts of the U. S. Several hundred Class D stations will be available to serve the remaining 15 metropolitan districts and other areas.

13 Channels for Cities

Each of the 13 TV channels is designated, under the plan, for certain metropolitan districts except Channel No. 1 (44-50 mc), which will be reserved for low-powered stations serving small communities.

Class A stations, which may use Channels 2-13 inclusive, will be assigned to metropolitan districts having large populations with limited geographical separations, in the northeastern part of the country. Class B stations may be assigned throughout the U. S. to cities having smaller population than those served by either Class A or Class C outlets.

Class C stations also shall be assigned throughout the U. S., with minimum separation of 170 miles on co-channel basis and 85 miles on adjacent channel from Class A or other C stations. Channels 2-13 also may be assigned to Class C outlets. Class D stations shall serve cities not having adequate service from other classes of outlets. Service advantages and disadvantages of all stations in any one class shall be similar.

Under the proposed allocation New York and Chicago each will get seven channels—2,4,5,7,9,11,13 for Class A stations. Los Angeles will be assigned the same channels for seven Class C stations. Channels 3,6,8 and 10 will be assigned to Philadelphia for Class A stations and Detroit will get the same channels plus Channel 12, also for Class A stations. San Francisco-Oakland area will use Channels 2,4,5,7,9,11 for Class C stations.

On FM engineers agreed on a ratio of desired to undesired signals of 10 to 1 for stations operating on the same channel and 2 to 1 for stations in adjacent channels, 200 kc removed. The formula was offered by George P. Adair, FCC chief engineer, who presided at both sessions.

Proposed standards governing allocations, topographical data, transmitter location, antenna systems, operating power, and other matters pertinent to FM service, drafted by an engineering committee which met July 23, were approved with minor changes.

On the interference, the proposals declare: "Objectionable interference is not considered to exist when the channel separation is 400 kc or greater. Accordingly, FM stations in the same city or same area may be assigned channels 400 kc apart. In the assignment of FM facilities the Commission will endeavor to provide the optimum use of the channels in the band, and accordingly may assign a channel different than that requested in an application."

FOUR classes of television stations are proposed in tentative allocations adopted by FCC-industry joint engineering committee and submitted to Commission for formal approval. Channel 1 reserved for small communities; Channels 2-13 available for all station classes. FM standards adopted by engineers also submitted to FCC; subcommittee on fax standards named.

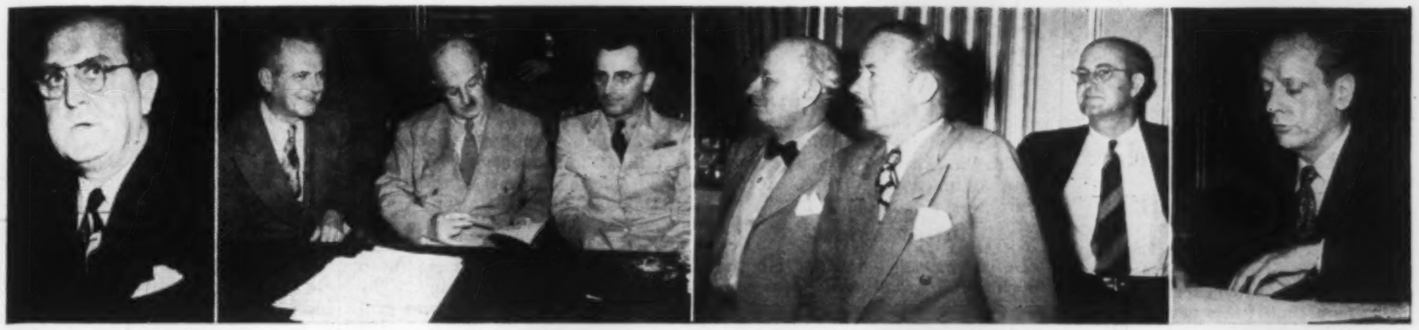
Question of horizontal polarization as standard for FM antennas was left to the FCC for decision following some disagreement among engineers present. Mr. Adair named the following subcommittee to formulate proposed standards for facsimile:

Curtis Plummer, FCC, chairman; William Bauer, Hart S. Cowperthwaite, Virgil R. Simpson, FCC; John V. L. Hogan, WQXR-WQXQ; Stuart L. Bailey, Jansky & Bailey; T. A. M. Craven, Cowles

(*Continued on page 69*)

Drawn for BROADCASTING by Sid Hix

"Young Bosworth really gets into his part!"



HEARD AND SEEN at final arguments before FCC on rules and regulations to determine regulatory fate of FM (l to r) **Niles Trammell,** NBC president and first witness; **T. A. M. Craven,** former member of FCC and now vice-president of Cowles Broadcasting Co.; **E. E. (Ted) Hill,** WTAG Worcester, and exponent of single market plan; **Lt. Comdr. Paul A. deMars,** USNR, former chief engineer of Yankee Network, which pioneered high power FM; **Don S. Elias,** WWNC Asheville, and chairman of NAB Legislative Committee; **Mark Woods,** president, American Broadcasting Co. and (smirking in background) **Keith Kiggins,** American station relations vice-president; **Paul W. Kesten,** executive vice-president of CBS, who led the presentation of that network's case.

FM Hearing

(*Continued from page 16*)

stations is "at least a number of years hence."

He made it plain that the FCC believes FM eventually will replace AM, except possibly for clear-channel stations (perhaps with high-power) serving remote rural areas. He implied that the FCC plans to recapture AM frequencies when FM reaches the saturation point, reallocating those AM channels to clear-channel stations and "other services."

FCC General Counsel Rosel H. Hyde questioned every network executive and several independent broadcasters closely regarding rates to be charged for FM. Although Mr. Hyde put the questions as to rates, the Commissioners evinced interest in both questions and answers, giving rise to the speculation that the general counsel was carrying out a Commission mandate in following that line of interrogation.

The 20 "mystery" channels reserved by the FCC for FM "newcomers" will be used by returning servicemen seeking licenses, it was revealed by Chairman Porter. (See editorial, BROADCASTING, March 26). Broadcasters had thought the area of the spectrum might have been earmarked for proposed subscription radio.

Under normal procedure the hearings would have lasted at least four days, but Chairman Porter prodded the witnesses, restricting cross-examination and in some instances asking that prepared statements be filed rather than read.

Lt. Comdr. Paul A. deMars, widely-known FM engineer who attempted to challenge the Commission's proposals, was halted abruptly Tuesday afternoon and told to present his argument at an ensuing engineering conference on Wednesday. He attempted to show the alleged fallacy of the FCC's allocation plan.

Porter Admits Error

At the closing session Wednesday, Chairman Porter said "the chairman was premature in shutting off Comdr. deMars" and requested the engineer to extend his remarks in the record. Mr. Porter announced the record would remain open until after Comdr. deMars' full statement is incorporated.

The hearings developed these highlights:

1. Major networks do not plan to charge for service to FM stations until this new form of broadcasting is properly established.

2. Opposition to the Commission's proposed requirement of two hours daily of unduplicated programs was almost unanimous.

3. Commission's proposal to create three classes of stations and define the service area of each might look good on paper but in actual practice it won't work, broadcasters generally contended. New England looms as "problem child" under proposed allocation plan due to terrain and adjacency of principal cities.

4. Former FCC Chairman Fly and former Commissioner T. A. M. Craven lashed out at Commission's proposed regulations as failing to serve public interest and detrimental to development of FM. In substance they agreed on counter-proposals. (Messrs. Fly and Craven seldom agreed on policy when they served together on the Commission).

5. All networks were asked to submit to FCC schedules of programs capable of high-fidelity transmission and reception.

Following is a resume of testimony by witnesses in the order of their appearances:

Monday

HART COWPERTHWAIT, Broadcast Division, FCC Engineering Dept.: Presented six maps showing potential coverage in certain areas of FM under FCC's proposed rules, compared to present FM station coverage. Mr. Fly objected to exhibits.

Trammell Sees an Era of Revolutionary Advancement

NILES TRAMMELL, president, NBC: Radio faces new and revolutionary era of technical advance that will demand greatest utilization of resources, skills, operating experience and new pioneering courage. FM will permit advancement on three major fronts: (1) Sound broadcasting will improve with high-fidelity service free from noise and static; (2) Thousands of new stations and more networks; (3) Creation of local and network television, combining new service of sight with FM sound broadcasting.

Wise regulation will ensure continuity of service to the radio audience, rapid improvement in the art, establishment of new services, influx of new capital, greater employment opportunities in the industry, and maintenance of a sound economic structure for broadcasting.

NBC favors minimum operating schedule of six hours daily; believes all AM-FM licensees should be permitted to broadcast entire schedule over FM facilities as

(*Continued on page 36*)

ON OTHER SIDE of fence, figuratively as well as legally, was (l) **James Lawrence Fly,** former FCC chairman, making his maiden appearance before agency which he used to direct. Group representing FMBI (l to r) **Philip G. Loucks,** Washington radio attorney and FMBI general counsel; **Walter J. Damm,** WTMJ-WMFM Milwaukee and FMBI president; **Paul Loyet** (rear), chief engineer, WHO Des Moines, and **Maj. E. H. Armstrong,** daddy of FM. Presenting "single market plan" was **Dr. Frank Stanton,** CBS vice-president and general manager. The man from Mt. Asnebumskit, **John Shepard 3d,** (r) chairman of Yankee Network, who gambled the first quarter-million dollars on FM nearly a decade ago; **Commissioner Ray C. Wakefield** (background) watching examination.

Radio Needs War Ingenuity, Says Ryan

NAB Issues Report On Gains Made In Past Year

THE RESOURCEFULNESS of broadcasters in covering war news must be applied to peacetime radio news reporting if this newly-tapped audience is to be retained, J. Harold Ryan, retiring President of the NAB, tells the membership in his annual report for 1944-45.

The report, conveyed to the membership by mail (through NAB Reports), in the absence of convention, was released today.

Stressing the development of the art news-wise, Mr. Ryan observes: ". . . broadcasters (after victory) will have their greatest problem to face in the broadcasting of every day news in such a way as to retain the interest of the listener." "Forward-looking stations," he says, "will increase and better their news personnel."

The Annual Report of the President, accompanied by individual reports from 12 committees and corporations supplemental to NAB, notes that the industry contributed $45,763,742 to the 5th, 6th and 7th War Loan Drives in time and talent alone; it reviews the membership growth of the Association during Mr. Ryan's 15-month incumbency—from 588 to 708 members; it reveals that the current resources of the Association now total $261,002.26. On April 1, 1944, when Mr. Ryan assumed the presidency, the figure was $92,320.91.

Defends Attitude

Defending his attitude on the "business of broadcasting"—a subject he covered in a speech delivered in Omaha in May, 1945—Mr. Ryan says: "In order to keep the high level of broadcasting in this country broadcasters have to think of contracts, sales, cash in bank and—yes, even balance sheets. They are necessary accompaniment to the service that broadcasters are striving to accomplish for the public good. I have no apology for my support of the system of competitive free enterprise."

NAB's retiring President, J. Harold Ryan, lauds news job done by broadcasters in war, sees need to improve news organizations to hold audience; points to BMB, bond selling, broadcast advertising activities as year's highlights in annual report mailed to membership.

The retiring President pursues this point further in his report, reviewing the NAB policy toward FM which finds the Association soliciting an FCC program which would permit development of the new audio system unfettered by needless regulation.

Mr. Ryan, commenting on the fact that the convention was abandoned at the request of the Office of Defense Transportation, states his belief that more was accomplished through small regional meetings than would have been possible at a national parley. "The more intimate atmosphere was productive of more really valuable discussion," in his opinion.

His report covers briefly the development of the Broadcast Measurement Bureau, the NAB's activity in labor relations (with special comment on his own appearance before the House Committee on Foreign and Interstate Commerce with relation to the Petrillo fight), and the Association's cooperative effort with the Government in promoting the war effort.

Mr. Ryan says that Broadcast Music Inc. is progressing rapidly, but requires "more hit tunes". Tunes can be made hits, he observes, by more frequent performance on stations—and he points out that station licensees are stockholders, in most cases, in BMI.

Bright Future

He forsees a bright future for broadcasting after the war, and emphasizes the need for rapid development of FM and television. He salutes Justice Justin Miller, President-designate of the Association, as a man who "will safely direct our ship no matter how rough may be the waters".

In concluding his report, Mr. Ryan thanks the membership and Board of the NAB, and the working committees, for their support. He announces his intention of "withdrawing from the bright circle of light that beats on the President of the NAB and going back to my own interests". He is executive vice-president, general manager of Fort Industry Co., Toledo.

Departmental reports include:

Research

Included among activities is the Broadcast Measurement Bureau, started 10 months ago, and since incorporated by the NAB, the American Assn. of Advertising Agencies, and the Assn. of National Advertisers. The Research Committee of NAB has expressed desire to work as closely as possible with BMB in compiling radio ownership data. NAB Research is also active in the Audience Measurement Project, proposed to be the major activity of the committee for the year; war effort broadcasting; preparing annual estimate of radio ownership; determining excess profits tax; working with advisory committee on government questionnaires; office forms and practices committee; and miscellaneous.

Department functions on behalf

(Continued on page 81)

Industry Watches for Petrillo's Move

Court Decision Is Victory for NABET

By BRUCE ROBERTSON

WHAT will Jimmy Petrillo do now?

That was the $64 question last week, as attorneys for NBC and American, the National Assn. of Broadcast Engineers and Technicians and the American Federation of Musicians studied the decision of the U. S. Circuit Court of Appeals upholding the ruling of the National Labor Relations Board in the platter-turner case [BROADCASTING, July 30].

Networks Bound

In essence, networks are ordered to continue their previous practice of having engineers operate the turntables in their owned and managed stations, with the exception of Chicago where musicians are engaged. This is a victory for NABET, independent technicians union, and a defeat for the AFM, which has maintained that musicians should be employed throughout the systems.

Networks are now bound to negotiate platter-turner contracts with NABET, unless the Circuit Court stays its order pending possible proceedings before the Supreme Court. A period of 90 days is allowed for the filing of a petition for review by the Supreme Court, but unless AFM acts promptly in obtaining a stay it is probable that network contracts with NABET will have been completed. Negotiations between NABET and the networks will begin as soon as the NLRB enforcement order is signed by the court.

One phase of the decision is disturbing to the networks. They had alleged that Mr. Petrillo, AFM president, had threatened them with a series of wildcat strikes against their major commercial musical shows if they signed a contract with NABET for platter-turners. Their briefs had requested the court to make its decision binding upon the AFM as well as on them. This the court did not do, stating in the decision written by Judge Thomas W. Swan, "we are not, however, convinced of the necessity of expressly restraining AFM".

"We shall not assume that AFM will not respect our decision," said the court. "If an attempt to prevent the companies from complying with our order should be made it would seem that ordinary contempt procedures available against a person with knowledge of the decree although not named in it would enable the court to protect its order. Accordingly the enforcement order will issue in the customary form against the respondent companies only."

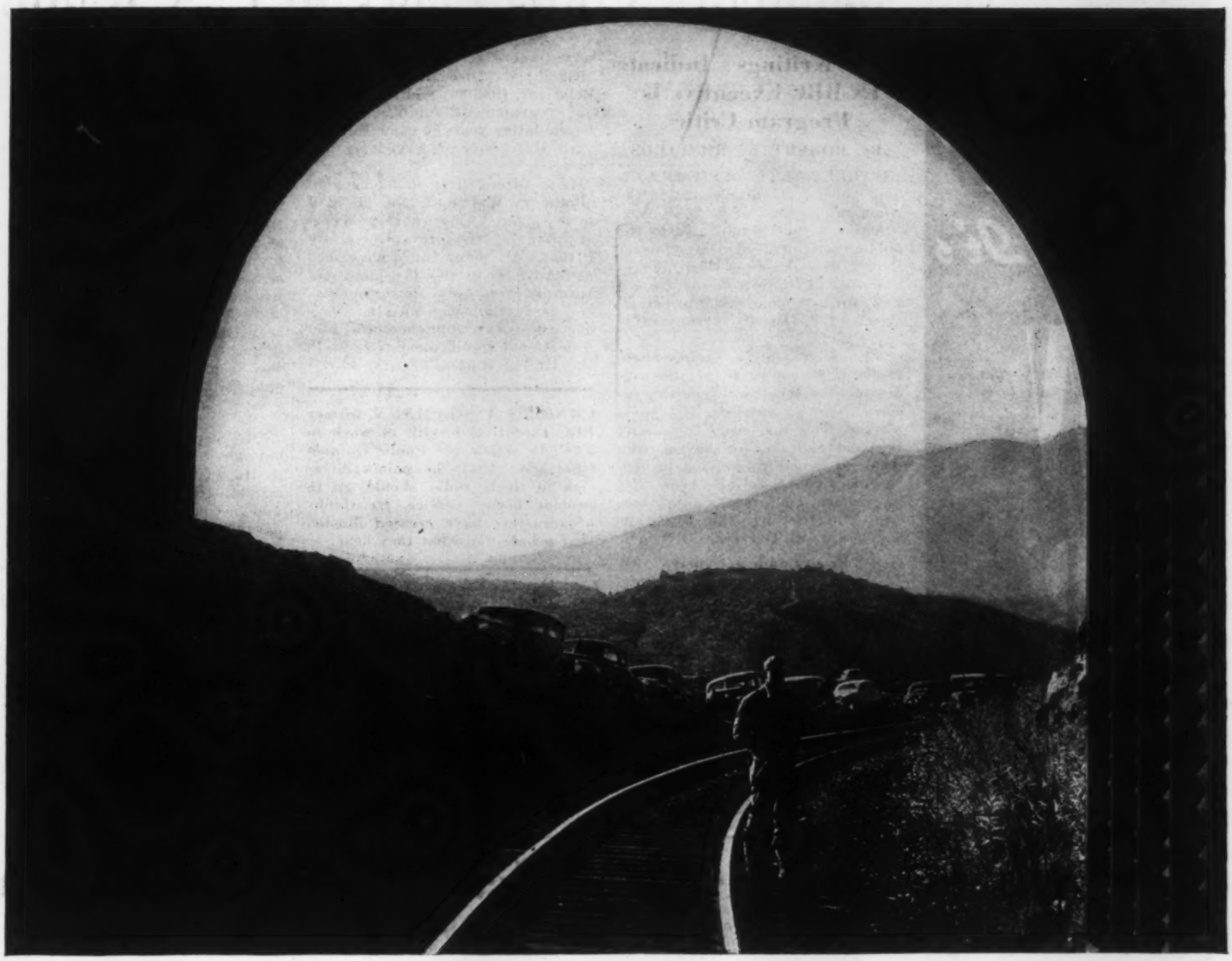
Decision dismisses AFM's contention that NABET is a company dominated union and the AFM request for permission to present additional evidence to that effect, stating that "the record shows inexcusable delay on the part of AFM in initiating such a proceeding." Decision states further: "There is nothing in the motion papers to indicate that a remand for additional evidence would produce anything new or additional to what the Board has already investigated."

Appeal Basis

Judge Harrie B. Chase concurred in the majority decision but a dissenting opinion was recorded by Judge Charles E. Clark.

Commenting on the decision, Mark Woods, president of American, said: "We at American are happy to have a Federal court decision determining the jurisdictional dispute which has been in progress for some time between the musicians' union and the engineers' union over the so-called platter-turners in broadcasting. The recent decision of the Circuit Court of Appeals upholds the determination made by the NLRB approving the employment pattern which was followed by us for many years. Our practice was to contract with the musicians as to platter-turners in Chicago and with NABET as to engineers who perform the platter-turning function at our other operation points. The opinion of the court explicitly and correctly states that we employers did not have any quarrel with the NLRB ruling but that we did want the ruling to be approved and enforced by a court order binding upon all concerned."

Niles Trammell, president of NBC, said: "The NBC welcomes adjudication by the United States Circuit Court of Appeals, Second Circuit, of the issues between this company, the National Assn. of Broadcast Engineers and Technicians and the American Federation of Musicians with respect to, platter-turners; NBC will, of course, comply with the final judgment of the court."



Out of the Dark

You can travel through the darkness in this Mt. Shasta tunnel for miles . . . and when you burst out into the open your eyes blink shut in the western sun.

It works just the opposite when time buyers who've been pounding along in the rut-cavern of old-time buying standards . . . learn about a station like W-I-T-H.

W-I-T-H is an independent station in the five-station big town of Baltimore.

And when buyers get the proof that W-I-T-H produces the greatest number of listeners-per-dollar-spent . . . their eyes blink open with delight!

Facts to prove the W-I-T-H story are available.

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ILLINOIS
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1944 RETAIL SALES
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METROPOLITAN
POPULATION
111,000

—— WROK ——

NATL. REP.. HEADLEY-REED CO.
AMERICAN NETWORK

Siepmann Finds Flaws in U. S. Radio

His Writings Indicate Ex-BBC Executive Is Program Critic

By ROBERT K. RICHARDS

CHARLES ARTHUR SIEPMANN finds room for improvement in the American system of broadcasting.

At least, such is indicated by the public writings of the former British Broadcasting Corp. executive who has been retained by the FCC for a "temporary internal assignment" [BROADCASTING, July 30].

Mr. Siepmann is being paid $8,000 a year plus $6 per diem to devise a system for expediting license renewal methods. His background does not seem to qualify him, particularly, for such a technical job, since his previous broadcasting experience has been with government-operated or supervised forms of the art—the BBC and the U.S.-OWI Overseas Division.

Programming Expert

He does appear to have wide experience, however, in programming matters. Since it is apparent that his presence at the FCC probably was motivated by Commissioner Clifford J. Durr, who himself has looked askance at American programs, it might follow that Mr. Siepmann's survey of licensing procedures could lead him into program channels. There he would be at home.

He joined the BBC in 1927; served there as Director of Talks, 1932-35; as Director of Regional Relations, 1935-36; and as Director of Programme Planning, 1936-39. In the latter year, he came to Harvard University as a visiting lecturer.

In a foreword to a monograph, "Radio in Wartime", No. 26 in a series about "America in a World at War" (Oxford University Press), Mr. Siepmann is described as "Adviser to the President (of Harvard) on radio developments" and is further identified as "conducting research on the social and educational significance of radio in the United States."

CHARLES A. SIEPMANN, former BBC executive, is still at work in FCC. In article for Public Opinion Quarterly (1941) he points direction he feels radio should go to provide better service. He thinks broadcasters have created illusion that people like what they hear.

It has been noted that Mr. Siepmann finds room for improvement in American broadcasting. Many do, of course, including American broadcasters. But Mr. Siepmann's course in the problem is steered almost directly in the wake created by Commissioner Durr's ship of state. Mr. Siepmann is querulous about "public service."

Writing in *Public Opinion Quarterly* (June 1941) under the title "Further Thoughts on Radio Criticism" and urging wider professional critiques for American radio entertainment, he notes: "The safeguarding of democratic processes demands such a foil (criticism) both to rampant commercialism and government bureaucracy."

Later, "What are the motives and the principles by which the entrepreneur determines radio's bill of fare?" (Apparently the "entrepreneur" in this case is the "licensee"). "Why do we get what we hear and, equally important, how does it come about that we hear either nothing or so little on subjects and issues most apt to the techniques of radio and its potential range of public service?"

No Answer

Mr. Siepmann poses this question but does not undertake to answer it. He writes further, in the same article: "Radio research relates to and needs to be integrated with parallel research in the social sciences and in psychology." It is believed that Mr. Siepmann, in this instance, is suggesting that there should be a keener devotion to analysing listeners and/or broadcasters.

Such deduction might be impelled, at least, by his further observation, ". . . by creating in the interest of quick returns and of successful merchandising, the illusion that it gives people what they want, radio has failed in leadership and in appreciation of what, given

(Continued on page 78)

WPB Sees Half-Scale Radio Production

Full Output by First Quarter of 1946 Predicted

BARRING unforseen developments in the military situation, the radio and electronics equipment industry will be authorized to produce approximately one-half its prewar civilian rate during the last quarter of 1945. It should reach the full prewar rate in the first quarter of 1946, Melvin E. Karns, newly appointed director of the WPB Radio & Radar Division, told a meeting of the Receiving Tube Scheduling Industry Advisory Committee last week.

War Needs First

Emphasizing that the authorizations will be made "on the clear understanding that war needs must be filled first", Mr. Karns cautioned that because of the continued tightness of materials the quantity of equipment produced and made available during these periods might well be considerably under the amount authorized. He made this statement, WPB said, "to allay any false impressions that sufficient production and delivery of home radio sets will be achieved to satisfy public demand by the end of this year".

Mr. Karns predicted that reconversion of the radio manufacturing industry is expected to be quicker and easier than any other major industry and "will be accomplished without interference with the war effort". Committee members were told by W. W. Van Twistern, chief of the Division's production and distribution scheduling unit, that the meeting would probably be the last unless a sudden shift in military requirements should occur.

Chief purpose of the meeting was to review and schedule production and distribution of receiving tubes and to adjust schedules in filling rated orders of the military services, Lend-Lease and for international aid for the balance of 1945. Manufacturers were advised that military orders must still take precedence over other rated orders and that orders for replacement tubes must be filled before tubes are offered to receiver manufacturers.

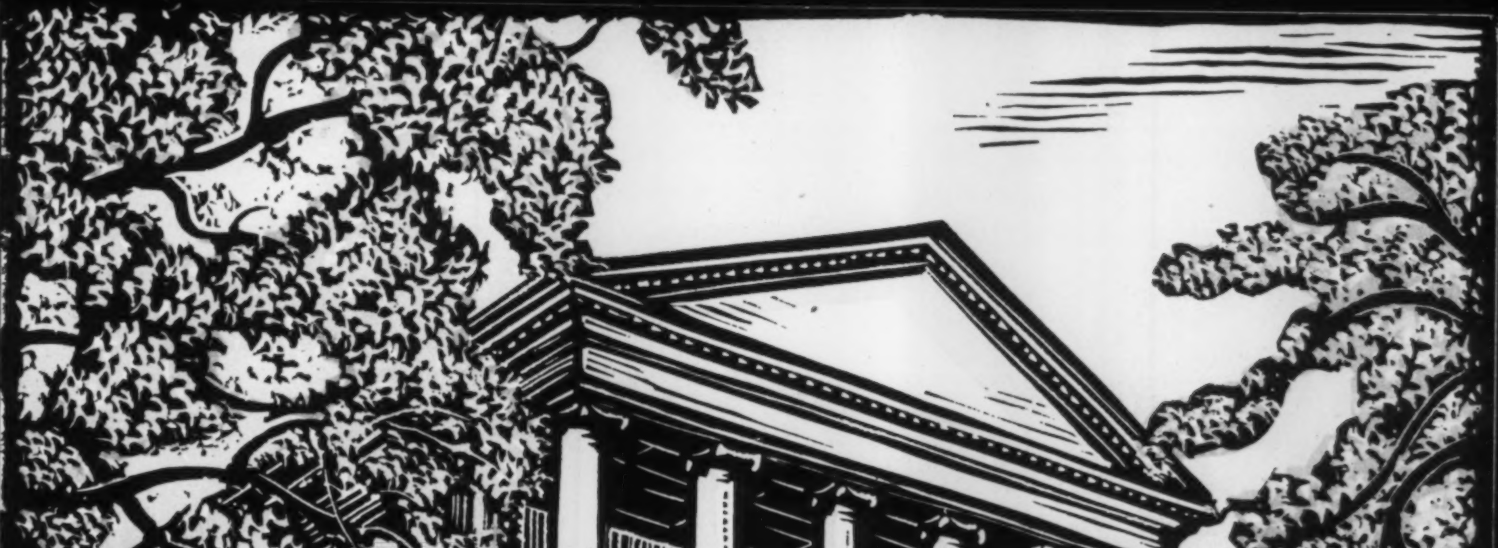
The Committee also discussed the recent action of WPB in revising Order L-265, the first major step in the reconversion of the electronics industry [BROADCASTING, July 30]. The revision removes basic controls on the production of all radio components and relaxes restrictions on the sale of all end equipment which may be produced under spot authorization.

Applications Coming In

Applications for production of radio equipment under "spot", meanwhile, were dribbling in from WPB district offices in much smaller volume than was expected. Requests for authorization to produce transmitters have been very few although the spot authorization procedure was announced more than a month ago and directions for filing were sent out more than three weeks ago [BROADCASTING, July 2, 16]. Even the number of requests received for receiver manufacture has been surprisingly low.

It was believed that the dearth of applications is due, at least in part, to inability of manufacturers to indicate the source of supply of components needed for production of end equipment, as required by WPB. Failure of companies to file for transmitters, for which an un-

(Continued on page 69)



VIRGINIA STATE CAPITOL, RICHMOND, VIRGINIA
LINOLEUM BLOCK PRINT FOR WRVA BY CHARLES SMITH

CAPITOL OF THE OLD DOMINION . . . .

Virginia's State Capitol, completed in 1792, was planned by Thomas Jefferson when he was Minister to France, and inspired by the Maison Carree, at Nismes . . . . which leads many to identify him as the father of the monumental portico so typical of the early nineteenth century mansions throughout the South. Here, just across the street from W R V A's Richmond studios, the oldest representative legislature in the Western Hemisphere still meets. Standing in the rotunda of the old center part of this beautiful structure is the most celebrated work of the great French sculptor, Houdon----the life-size statue of Washington, the only one posed from life which is still in existence today. Such heritage of the past provides Virginians with friendly inspiration and determination to build for the future. W R V A, too, holds such heritage a spur and an impetus to greater effort . . . that its rightfully won place in this friendliness shall remain real and constant.

50,000 WATTS . . . . NIGHT AND DAY
STUDIOS IN RICHMOND AND
NORFOLK, VIRGINIA

WRVA

The 22A started going places in 1936

Designed to go places! Western Electric 22 Type Portable Speech Input

The 22D is a favorite for remotes today!

When Bell Labs and Western Electric packed complete, high quality speech input equipment into two suitcases—*ready to go places*—they revolutionized the handling of remote pick-ups.

The 22A of 1936 was followed by the 22B and 22C and by the still further improved 22D. Like so many other Western Electric innovations, the 22 Type was so right in original design that it is still setting the pace nine years later!

When we can return from war work to peace production, count on Bell Telephone Laboratories and Western Electric to continue setting the pace in remote pick-up equipment.

Western Electric

Distributed by Graybar

Buy all the War Bonds you can . . . and keep all you buy!

WHCU Program Check Kept Current

Automatic Tally Provides Spot Check on Public Service Job

JUST what is the extent of the public service job done by the average radio station?

Most station managers know their stations are serving the war effort, supporting civic agencies, aiding local charities, etc., but few can answer a pointed question as to just *how much* help an organization is getting from a station.

Report in Three Minutes

One station which has devoted considerable thought to this subject is WHCU Ithaca, N. Y., which has developed a method of preparing within three minutes an accurate account of its public service activities from the beginning of the fiscal year to the date of request.

BECAUSE of the increasingly strict perusal of radio's public service activities by the FCC, the need for a detailed and accurate statement of broadcast time contributed to this phase of station operation has become of paramount importance. Herewith, BROADCASTING describes the automatic tally system employed by WHCU Ithaca, N. Y., to provide a running record of public service programs.

"We have always felt", Michael R. Hanna, WHCU general manager, writes BROADCASTING, "that we must never be in a position where we know too little about ourselves. We have found that taking things for granted can very often result in rude awakenings. Concrete evidence of our 'good intentions' must be available to all critics at a moment's notice. Annual reports written from memory should be and are taken for what they're worth and we think that in more than a few cases even the 'face value' leaves much to be desired."

Mr. Hanna is interested in what other stations are doing and suggests that a little pioneering in this field might result in a standardized process for the entire industry. "Perhaps, too," he observes, "some FCC questions would not be quite so embarrassing if we were sure we were not going to be caught with our records down."

The method used at WHCU enables the station to keep a running tally day by day of all public service announcements and programs.

Each morning the control logs for the preceding day are thoroughly checked for public service announcements and programs. The name of the program or announcement is then transferred from the control log to the daily tally sheet and placed in the proper column. At the end of the month, the total announcements and programs are entered in the public service ledger.

UP-TO-DATE records on public service activities are kept by WHCU Ithaca, N. Y., as shown by the monthly totals of programs and announcements entered into the public service ledger.

In the annual report of its program department for 1943, for example, WHCU recorded 2,413 programs devoted to some phase of the war or some phase of public service. These programs filled 739 hours or 15.1% of the station's broadcast time. The figures do not include music, variety and strictly entertainment programs which devote time to war messages nor spot announcements allocated on the networks by OWI.

The WHCU report provides a breakdown of educational, war effort, musical, religious, news, public service and other categories of programs. It shows war programs accounting for 8.5% of broadcast hours; public service, as distinct from war shows, 6.6%; educational, including programs from Cornell U., 9.7%; musical programs, classical, semi-classical and popular, 30.3%; religious, 2.2%; news, 13%. The remaining time was taken up by special events, daytime serials, dramatic shows and sports.

CANADA CONSIDERS EQUIPMENT RESALE

SPECIFICATIONS for standardization of new and used broadcasting equipment were discussed at Ottawa on July 25 by engineers of the Department of Transport, Canadian Association of Broadcasters, Canadian Broadcasting Corp., consulting engineers and manufacturers engineers. Requirement that equipment must be from a recognized manufacturer was being considered.

With some 30 Canadian stations authorized to expand from 1 kw to 5 kw, and a number of smaller ones to 1 kw, some were expected to buy up prewar, composite and used equipment from stations going to higher power. Establishment of standards for resale by stations of such equipment was the purpose of the meeting.

Attending were J. W. Bain and Wilbur B. Smith of the Department of Transport's standards section, Ottawa; H. S. Dawson, CAB, Toronto; Norman Olding and W. G. Richardson, CBC, Montreal; Bert Knox, RCA-Victor, Montreal; J. P. Aston, Northern Electric, Montreal; H. Farmer and R. Desaultiers, Canadian Marconi, Montreal; Keith MacKinnon, consulting engineer, Ottawa; Col. J. Steele, consulting engineer, Ottawa; and Dr. F. Howes, McGill University, Montreal.

Book by Dr. Ramo

DR. SIMON RAMO, research engineer of the General Electric Research Laboratory, has written *Introduction to Microwaves* (McGraw-Hill Book Co., New York, $1.75).

Stations Best Fitted to Pass on Copy

By DAVID BAYLOR & RALPH WORDEN,

Program Director & News Editor, WGAR Cleveland

There are a lot of things involving operational policy on which U. S. radio stations do not agree, but one on which they agree to a man is they don't want Government censorship, except security censorship in wartime, which is to be expected. So they have been most active and generally united against anything which might indicate the imminence of government control.

Now, Mr. Courtland D. Ferguson [BROADCASTING, June 4] contends radio stations themselves are not above censorship on their own account. By censorship I assume he means government will determine the acceptability of advertising copy.

There is no argument with the place of the advertising agency in radio. But there are a couple of basic things about Mr. Ferguson's views to which we believe most radio stations will take exception.

He states: "In many cases continuity acceptance departments are becoming more brazen in their dictation to advertisers as to what shall be permitted on the air."

Station Responsibility

To that, let us all utter a pear-shaped "bravo". It is a healthy indication that they have ceased to be guided only by the Federal Trade Commission or the Food and Drug Administration, who are concerned first with the truth of radio copy, and second with the honesty of the manner in which a food or drug product is advertised. Neither of these factors is enough. A continuity acceptance department must concern itself with the suitability of copy from other standards. If the copy is in bad taste, who is responsible? The radio station which supplies approximately 20% of commercial copy or the advertising agency which supplies the other 80%?

When you come right down to it, who has a better right to pass upon the suitability of copy which goes in its air than the radio station? The farmer has a right to say what crops shall be planted on his land, and the department store owner has a right to sav what merchandise will be sold over his counter. Every radio station is an individual business enterprise. Its owner or manager has a substantial investment in his establishment. If he is to operate it at a profit, he must please the client, the advertising agency, his own conscience (and believe it or not he has one), but most of all, he must satisfy the audience.

Must Satisfy Client

The advertising agency, on the other hand, must satisfy the client, and no one else. He is not concerned with a full day's program balance. He doesn't care how his client's program ties in with the rest of the day's operation, so long as it doesn't affect his Hooper, and most of all, he doesn't have to answer to the FCC if the station he uses does not operate in the "Public Interest, Convenience or Necessity".

To quote from Mr. Ferguson's article again: "I believe that advertising agencies and production people generally could cite dozens

(Continued on page 66)

XUM

ON AIR
WJW
LEO GAREL

"Here we are, folks, up bright and early to bring you "By Don's Early Light"

We're up bright and early every morning at WJW, for we have some 360 different products to sell in over 685,000 radio homes. In the Cleveland area, WJW selling impressions cost less. Based on actual audience figures in Cleveland, WJW delivers more daytime listeners per dollar...23 to 37% more... than any other station.

BASIC
ABC Network
CLEVELAND, O.

WJW

850 KC
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

Berlin Broadcasts From One Studio

Four Networks Use Facilities Without Hitch Since July 2

A TINY room in an attic over press headquarters is the studio for all Berlin broadcasts to the U. S.

Total equipment is a table, lamp, microphone, amplifier, two chairs and a pair of earphones—all prewar. The four nets have used the studio without a hitch since July 2.

Time checks are handled from New York via radio, due to lack of clocks and telephones. Time bookings are made directly by the correspondents, supervised by Lt. Col. Howard Nussbaum, former NBC producer, and radio officer for the group.

Although there are two circuits available via Mackay radio, only one broadcast can go out at a time because of the studio limitations. BBC has set up a mobile transmitter near the American studios, and RCAC is now working on plans to establish a permanent code voice station with 16 truckloads of equipment hauled from France.

Under Russians

Only other outlet in the Berlin area is a former German station, 'Haus der Rundfunk", operating under Russian supervision part of each day with news and recorded music.

Six months ago, when SHAEF began planning for "operation eclipse", the occupation of Berlin, the intention was to send in an airborne expedition with a handful of correspondents to go in with the paratroopers. Columbia won the toss and chose Richard C. Hottelet to represent combined American radio. But the Russians took Berlin alone and since May there have been lengthy negotiations to get Allied correspondents into the city.

They went in on July 2, with NBC's Roy Porter, American's Donald Coe, Columbia's Hottelet, Mutual's William Cunningham, Foster May for WOW Omaha, Kathryn Craven for WOL Washington, and Katharine Clark for WCAU Philadelphia. Later additions to the staff include Morgan Beatty, NBC; Edward R. Murrow, CBS; Bill Hillman and Arthur Mann, Mutual.

Richfield Renews

RICHFIELD OIL Corp., Los Angeles (petroleum products), for 15th consecutive year, on Aug. 5 renewed six-weekly quarter-hour *Richfield Reporter* on 13 NBC Pacific and Arizona stations, Sunday through Friday 10-10:15 p.m. (PWT). Wayne Miller is news editor, with John Wald, voice of the *Reporter* on series which has never missed a broadcast since inception April 6, 1931. Hixson-O'Donnell Inc., Los Angeles, services account.

Barn on the Beam

A BARN on the farm of Charles A. Pond, near Fountain Head, Tenn., is picking up radio broadcasts! A month ago, the *Nashville Banner* printed the story of the mysterious "radio barn". George Reynolds, chief engineer at WSM Nashville, and other radio technicians were skeptical. Such a radio pick-up by a building is caused, in rare instances, by atmospheric conditions "if the building is near a transmitter." Pond's barn is miles from a radio tower.

One Saturday night, recently, neighbors heard the haunting folk music of the *Grand Ole Opry*. They called Pond to inquire if a barn dance were being given. Investigation revealed radios of neighboring farmers were not on, ruling out the possibility of an echo. Since the freak barn was first discovered, workers on the Pond farm and others have witnessed the strange incident many times. On nights when the air is cool and the wind quiet, Pond says the barn picks up WSM programs regularly.

The experts smile — the neighbors admit they're baffled and meanwhile, Pond's general store at Fountain Head, as well as his nearby lake and fish ponds are doing a land office business.

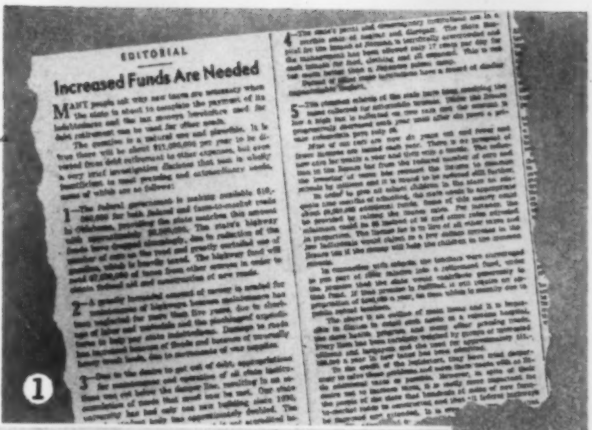
It's Now CAPAC

CANADIAN Performing Rights Society Ltd., Toronto, Canada's ASCAP, has recently changed its name to The Composers, Authors and Publishers Association of Canada (CAPAC), and has a new board of directors. Formerly largely controlled by the English and American associations, CAPAC is now primarily a Canadian organization, with 10 of the 12 members of the board being Canadians. While no change in policy has been announced, it is intimated that the new board may change policy of the organization to suit Canadian conditions. Henry T. Jamieson, president and general manager of CAPAC, heads the new board. Other members are Sir Ernest MacMillan, Toronto; Mart Kenney, Toronto; John Murray Gibbon, Montreal; Prof. Claude Champagne, Montreal; Allister Grossart, Southern Music Pub. Co. (Canada), Toronto; Ralph Hawkes, London, England; Harry Jarman, Toronto; Wm. S. Low, Toronto; Homes Maddock, Toronto; John G. Paine, ASCAP, New York, and Gordon V. Thompson, Toronto.

PINE-THOMAS PRODUCTIONS, Hollywood, in a deal negotiated with Lever Bros. Co. at price in excess of $100,000, has bought film rights to the radio series "Big Town." Seven-year contract calls for two pictures yearly.

LEADERSHIP

Standing as a guidepost to a greater state, The Oklahoma Publishing Company has set up new leadership standards in Oklahoma. Its Oklahoman and Times are always to be found at the head of forward looking movements . . . its Farmer-Stockman leads the way to improved farming . . . its WKY is constantly making history in radio advancement . . . its Mistletoe Express sets the pace in modern transportation. Combined these four make up the most powerful selling force advertisers have ever discovered for gaining entrance to and holding the Southwest's most active market.



EDITORIAL

Increased Funds Are Needed

1

1. Not always in accord with popular opinion but always dedicated to the best interests of the city and state they serve, the Oklahoman and Times have been standard bearers in fights for more efficient routing of rail tracks through the city, new and enlarged city water facilities, impeachment of unworthy state officials, removal of corrupt school board officials.

2

2. Resulting from a Farmer-Stockman story on the use of an airplane in tracking down the predatory coyote, thirty-eight Oklahoma farmers have received the first charter issued by the National Aeronautical Association to a group of farmers. These Flying Farmers are making history in the use of the plane in modernizing farm operations.

3

3. Because more than half of the state's population is rural, WKY is maintaining Oklahoma's most active and alert radio farm department. Under the direction of its Farm Reporter, studio programs of interest to farmers are aired daily. On-the-spot broadcasts from farm centers are put on every Saturday.

4

4. Good equipment, conditioned and inspected after every trip, has enabled Oklahoma Publishing Company-owned Mistletoe Express to put the Oklahoman and Times into Oklahoma homes only minutes off the press . . . to render a matchless service to commercial shippers on every type of merchandise.

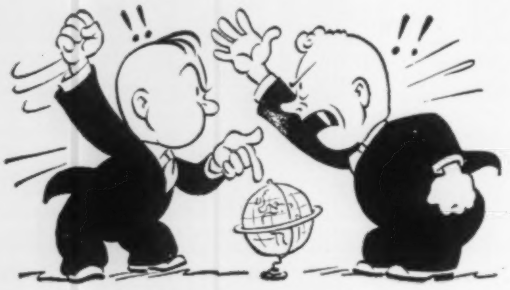
★ MISTLETOE EXPRESS

OKLAHOMAN & TIMES

The OKLAHOMA PUBLISHING COMPANY

THE DAILY OKLAHOMAN ★ OKLAHOMA CITY TIMES
THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS
WKY, OKLAHOMA CITY ★ KVOR, COLORADO SPRINGS
KLZ, DENVER (Under Affiliated Management)
REPRESENTED BY THE KATZ AGENCY

★ WKY ★ FARMER-STOCKMAN



Q. Oh Yeah?

A. Yeah!

So we claim "One of the World's Better Radio Stations!"

So we get arguments!

So we prove it!

How?

By keying a public service that is as unique as it is effective, to 1,747,955 primary area radio homes. It is a public service based upon the thinking of American people who know what they want and where to get it.

They go to eleven-seventy on their dials for a heap of their radio enjoyment.

That's why we will come mighty close to a million listener letters this 1945. We hit a shade this side of 700,000 in 1944.

We figure in pleasing listeners we please advertisers —in fact, that's the way it has worked out.

Ask a John Blair Man

Basic Affiliate

AMERICAN BROADCASTING COMPANY

ONE OF THE WORLD'S BETTER RADIO STATIONS

WWVA

50,000 WATTS

WHEELING, WEST VA.

A FORT INDUSTRY STATION

BOVINE benediction of Elsie, the Borden cow, is bestowed on these radio and agency directors gathered for first broadcast of *County Fair* on American Network stations. Left to right: Clyde Scott, general manager, KECA Hollywood, originating station; Bill Gernannt, owner of package; John Swallow, West Coast radio manager of Kenyon and Eckhardt; Frank Samuels, American western division sales manager.

HERE'S HOW
Teen-Ager Explains Technique of Radio

THIS thesis, titled "Behind the Scenes in Radioland" was written by a 13-year-old boy after two half-hour sessions at WOR New York.

On the Air!

Yes, these are the words that mean so little to us. They mean simply that our favorite program is coming on the air.

To the men and women behind the scenes it means more than that. It means preparation time and energy spent rehearsing.

When the music, words or any sound comes over the mike It first travles throug a wire. That wire takes it to an amphleir, then it is paps throug an other one. After that sound is increased on a special increaser. Then It ready to go on the air.

Sometimes a broadcast may run two long or two short. If this happens something has to suffer. So the director Has to see what has to see what is cut out. In order to do that he rushes it up. A song or even a commercial. To do so he goes like this ———— to streach it. Brings his hands close together to hurry It up. To controle laughter he weaves his hands over his head. When he wants it stoped he slowly lowers his hands. It stops it.

I have gathered my facts from Mr. Don Frederick Producer of "This is our Cause", Mr. R. Albrecht Head engineer and tec. adviser to Don Frederick. I extend my deepest appreciation for this information.

New KFSD Transmitter

CONSTRUCTION permit to install new transmitter at KFSD has been granted by FCC, first action resulting from recent easing of critical materials [BROADCASTING, July 23]. Present transmitter, Commission found, would require complete overhaul and many components are not available. Harmonic and other interference said to affect other broadcast services, including Coast Guard.

ANDORRA TO HAVE COMMERCIAL RADIO

FIRST new commercial station in postwar Europe, according to British reports, will be Radio Andorra, located in the tiny republic on the Spanish-French border. Operating with 60 kw, station is reputedly owned by Empire Overseas Radio, a British company and subsidiary of Empire Film Productions.

Programs will be available for sponsorship both by British and American advertisers. Majority of schedule will be transcribed in French and Spanish, with discs prepared in Paris. Station plans to go on the air in about eight weeks.

Radio Luxembourg, the center of discussions on commercial or state-controlled radio on the Continent, is now believed to be scheduled for official use by British and American authorities. With reports indicating that other radio services will be strictly controlled by the state, Radio Andorra will become not only the first since the war but also the only commercial station operating in Europe.

Marshall-More Opens

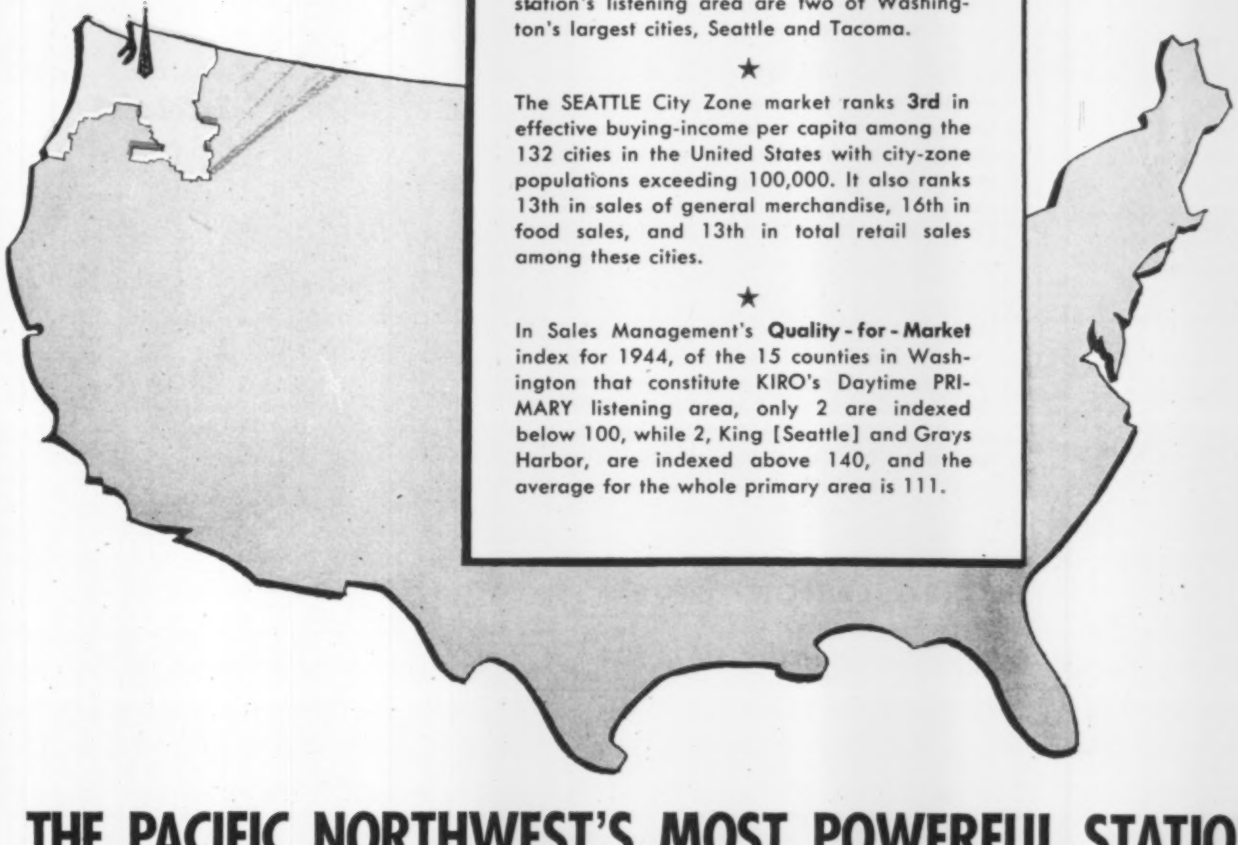
MARSHALL - MORE Inc., newly formed radio package firm, having filed incorporation papers with California Secretary of State at Sacramento, in late July opened offices at 6500 Yucca St., Hollywood. John Marshall, formerly an associate of Hess, Marshall & Edwards, Hollywood advertising firm specializing in radio accounts, heads the new corporation as president. John More, formerly head of Republic Pictures Inc. radio exploitation department, is vice-president and general manager, with Donald Montgomery, secretary - treasurer. Mr. Marshall and Mr. More have also teamed for several years as writer-producer on various Hollywood network programs. James Cagney, Robert Montgomery and Elliott Nugent, film stars, are on the firm's board of directors. New packaging concern has prepared formats for 10 radio shows.

WITH closing of BBC programs for troops in Europe at end of July, CBC plans a six transmitter network to supply Canadian servicemen still in Europe and Great Britain with entertainment programs until most of the men have been repatriated.

KIRO

THE FRIENDLY STATION

Covers the ACTION Corner



THE AREA covered by Station KIRO is the Pacific Northwest, including parts of the states of Washington and Oregon where much of the nation's business activity is centering today. Few regions in the United States have, in recent years, grown as rapidly in population and in buying power. Directly in this station's listening area are two of Washington's largest cities, Seattle and Tacoma.

★

The SEATTLE City Zone market ranks **3rd** in effective buying-income per capita among the 132 cities in the United States with city-zone populations exceeding 100,000. It also ranks 13th in sales of general merchandise, 16th in food sales, and 13th in total retail sales among these cities.

★

In Sales Management's **Quality - for - Market** index for 1944, of the 15 counties in Washington that constitute KIRO's Daytime PRIMARY listening area, only 2 are indexed below 100, while 2, King [Seattle] and Grays Harbor, are indexed above 140, and the average for the whole primary area is 111.

THE PACIFIC NORTHWEST'S MOST POWERFUL STATION

710 kc **50 kw** **day and night**

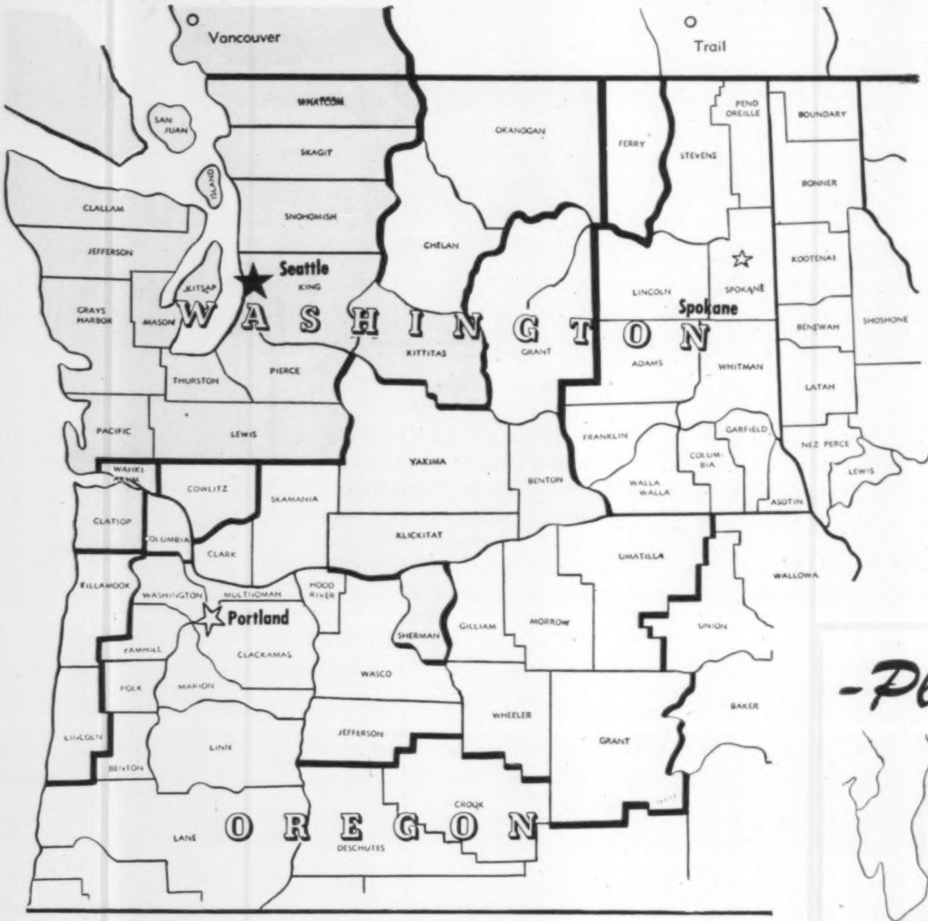
Affiliated with The Columbia Broadcasting System.

The only 50 kw station west of Minneapolis and north of San Francisco and Salt Lake City.

XUM

KIRO *Seattle*
DAY TIME AREAS

[From CBS 7th Series Listening Area Studies]


Vancouver
Trail
WHATCOM
SAN JUAN
SKAGIT
ISLAND
SNOHOMISH
CLALLAM
JEFFERSON
Seattle
KITSAP
KING
GRAYS HARBOR
MASON
WASHINGTON
THURSTON
PIERCE
PACIFIC
LEWIS
OKANOGAN
CHELAN
KITTITAS
GRANT
FERRY
STEVENS
PEND OREILLE
BOUNDARY
BONNER
KOOTENAI
LINCOLN
SPOKANE
Spokane
ADAMS
WHITMAN
BENEWAH
SHOSHONE
LATAH
FRANKLIN
GARFIELD
COLUMBIA
WALLA WALLA
NEZ PERCE
LEWIS
ASOTIN
BENTON
YAKIMA
WAHKIAKUM
COWLITZ
SKAMANIA
CLATSOP
COLUMBIA
CLARK
KLICKITAT
UMATILLA
WALLOWA
TILLAMOOK
WASHINGTON
MULTNOMAH
HOOD RIVER
Portland
SHERMAN
GILLIAM
MORROW
UNION
YAMHILL
CLACKAMAS
POLK
MARION
WASCO
WHEELER
BAKER
LINCOLN
BENTON
LINN
JEFFERSON
GRANT
CROOK
LANE
OREGON
DESCHUTES

LISTENING AREAS See Standards for Listening Areas at Bottom of Page 3	RADIO HOMES IN AREA WITHIN U. S.	NET WEEKLY CIRCULATION
▨ PRIMARY	423,050	353,021
░ SECONDARY	61,970	29,304
☐ TERTIARY	41, 980	6,939

TOTAL STATION CIRCULATION [WITHIN U. S.] **389,264**

Total including Canada 493,904

-Plus Canada!

BRITISH
COLUMBIA
ALB

The day time circulation of KIRO in Canada of 104,640 is a BONUS to advertisers in a position to profit by this audience.

EFFECTIVE BUYING INCOME

In the day time **PRIMARY** area, 15 Washington Counties account for 70% of the total effective buying income of the State of Washington.

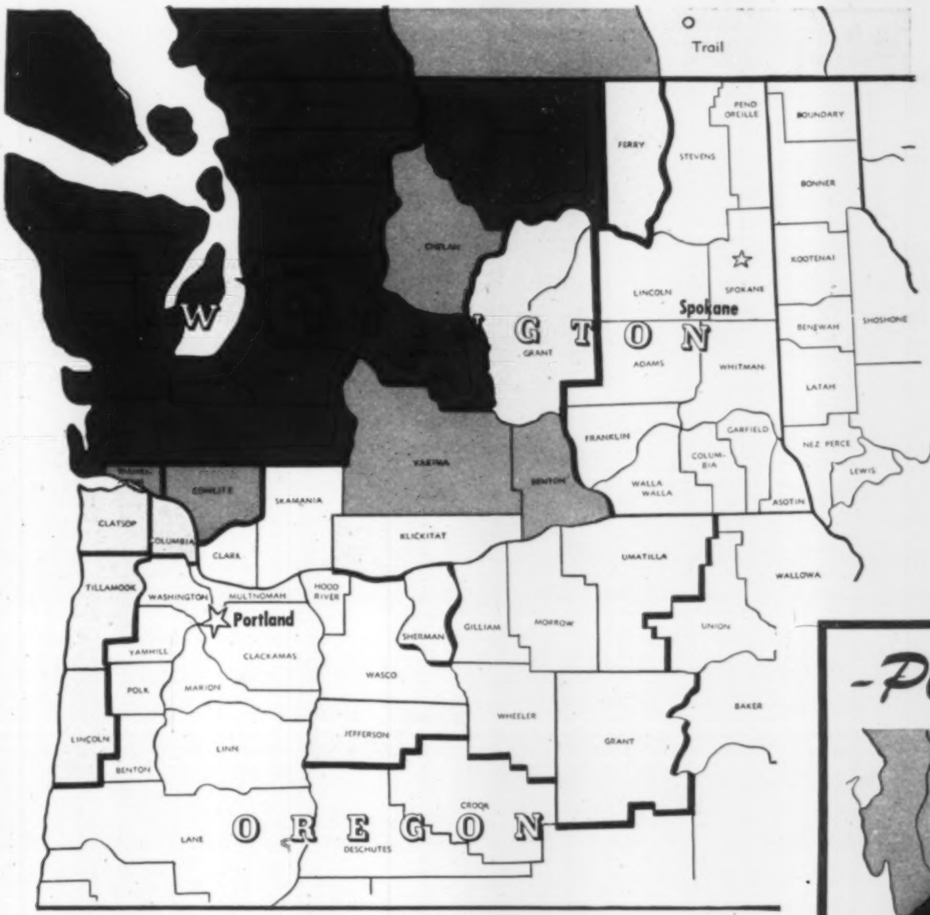
In the **SECONDARY** area, 6 Washington Counties account for 7.17% of the State's total buying income and 2 Counties in Oregon account for 2.23% of Oregon's effective buying income.

In the **TERTIARY** area, 4 Washington Counties account for 2.35%, and 9 Oregon Counties for 10.21% respectively of each state's effective buying income.

THUS, these 3 daytime areas for KIRO account for 79% of Washington's effective buying income and 12.43% of Oregon's effective buying income.

KIRO *Seattle* NIGHT TIME AREAS

[From CBS 7th Series Listening Area Studies]

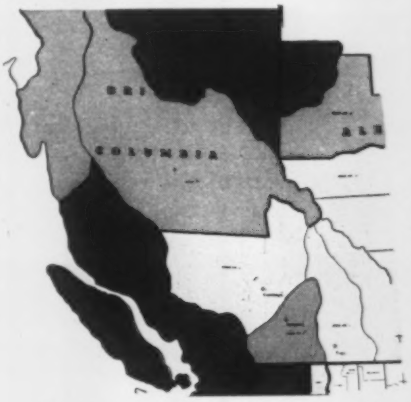

Trail
PEND OREILLE
BOUNDARY
FERRY
STEVENS
BONNER
CHELAN
KOOTENAI
LINCOLN
SPOKANE
Spokane
W
GTON
GRANT
ADAMS
WHITMAN
BENEWAH
SHOSHONE
LATAH
FRANKLIN
GARFIELD
COLUMBIA
NEZ PERCE
LEWIS
YAKIMA
BENTON
WALLA WALLA
ASOTIN
COWLITZ
SKAMANIA
CLATSOP
COLUMBIA
KLICKITAT
CLARK
UMATILLA
WALLOWA
TILLAMOOK
WASHINGTON
MULTNOMAH
HOOD RIVER
Portland
SHERMAN
GILLIAM
MORROW
UNION
YAMHILL
CLACKAMAS
WASCO
POLK
MARION
BAKER
WHEELER
LINCOLN
JEFFERSON
GRANT
BENTON
LINN
CROOK
LANE
OREGON
DESCHUTES

LISTENING AREAS See Standards for Listening Areas below	RADIO HOMES IN AREA WITHIN U. S.	NET WEEKLY CIRCULATION
■ PRIMARY	429,500	368,110
▨ SECONDARY	52,590	23,927
□ TERTIARY	42,680	8,226

TOTAL STATION CIRCULATION [WITHIN U. S.] **400,263**

Total including Canada 542,882

-Plus Canada!


BRI
COLUMBIA
ALB

The night time circulation of KIRO in Canada of 142,619 is a BONUS to advertisers in a position to profit by this audience.

CBS STANDARDS FOR LISTENING AREAS AND CIRCULATION

1. PRIMARY AREA: Counties in which at least two-thirds (67% or more) of the radio families listen a minimum of 1 or 2 days a week to this station — provided at least one-half of these families listen 3 to 7 days a week.

Primary Circulation: The number of radio families that listen to this station in this area at least 1 or 2 days a week. (National Average Circulation Frequency 4-5 Days per Week.)

2. SECONDARY AREA: Counties in which one-third to two-thirds (33%-66%) of the radio families listen a minimum of 1 or 2 days a week to this station — provided one-third of these families listen 3 to 7 days a week.

Secondary Circulation: The number of radio families that listen to this station in this area at least 1 or 2 days a week. (National Average Circulation Frequency 3½-4½ Days per Week.)

3. TERTIARY AREA: Counties in which one-tenth to one-third (10%-32%) of the radio families listen a minimum of 1 or 2 days a week to this station — provided 10% of all families listen 3 or more days a week.

Tertiary Circulation: The number of radio families that listen to this station in this area at least 1 or 2 days a week. (National Average Circulation Frequency 3+ Days per Week.)

MODESTLY WE TAKE A BOW! . . .

In the first half of 1945, two distinguished national awards were made to KIRO, of which we are justly proud. They are a tribute to the programming talent of this station and indicate some of the reasons why so many radios in these areas are tuned to 710.

Award "SWAP 'N SHOP" wins City College of New York Award

The Committee on Awards for the City College of New York judged "Swap 'n Shop" as worthy of the highest award "for the most effective direct-selling, commercial program developed by a clear channel radio station in 1944."

"Swap 'n Shop" was selected for the Award of Merit in a careful and impartial appraisal of exhibits from radio companies, agencies, producers, and sponsors from all parts of the United States. Serving as judges were the editors of Billboard, Radio Daily, Broadcasting and Variety.

This program was originated and is presented by the staff of KIRO.

Award "FARMING WITH KENNETH YEEND" cited in Ninth American Exhibition of Educational Radio Programs

Honorable mention, the highest citation given in the classification "Agricultural Broadcasts" at the exhibition, was awarded this program, planned and produced by KIRO, "for the wide variety of subject matter of interest to the general farming community." This award was co-ordinate with the one to Ohio State University for "Ohio Farm and Home Hour."

HIGH PREFERENCE FOR KIRO IN RURAL MARKETS

The effectiveness of such programs as those cited above is illustrated in the results of the most recent radio survey by the Washington State Grange, among approximately 50% of its 47,000 members. Of the total responses to the question, "To which station do you ordinarily listen?" KIRO had *3½ times as many listeners as the next station,* and a 24% greater response than all listed stations within our primary daytime area.

The foregoing Market Data and information about the Pacific Northwest, over which KIRO gives such intensive and adequate coverage, present only a partial picture of a great and growing market. Representatives of this Station will gladly give more detailed information upon request.

"The Friendly Station"

KIRO

CBS—50 KW—710 KC

Seattle 1 Washington

FREE & PETERS, Inc., National Representatives

GRAND COULEE DAM

Eighth Wonder of the World

This gigantic hydro-electric plant generates 2,700,000 horsepower and will eventually provide irrigation for 1,200,000 acres of desert land.

In KIRO Listening Area

Beat on Empire Crash Scored By WOR With Flash at 9:51

Observation of Accident by Kenny, Lomax Gives Scoop; NBC Airs Telephone Interview

FETED by Hollywood network and station executives, Associate Justice Justin Miller (c), new NAB president, talks to (l to r) Maj. Purnell Gould, recently released from AFRS and former commercial manager of WFBR Baltimore; Clyde Scott, KECA Hollywood mgr.; Judge Miller; William B. Ryan, KFI Los Angeles manager; Don Searles, Western division vice-president of American Broadcasting Co.

WOR New York is believed to have scored a national beat on the plane crash into the Empire State Bldg. on July 28. Station aired the crash bulletin at 9:51 a.m., or about two minutes after the accident.

Edwin P. Kenny, WOR engineer, was on the roof of the WOR building at 40th and Broadway, less than a half mile from the Empire State Bldg., at 9:49 a.m., checking the hourly air conditioning reading. He immediately informed the station and the bulletin was broadcast a few seconds later.

Lomax Saw Crash

At about the same time, Stan Lomax, WOR sports announcer, stopping his car for a traffic light at 34th Street and Fifth Avenue, saw the B-25 plow its way into the top floors of the world's tallest building. He rushed to WOR and gave the first eye-witness account of the tragedy, 10:02-10:26 a.m. The station presented regular bulletins, on-the-scene descriptions and interviews thereafter.

Mr. Lomax's dramatic story of the accident was used by most New York newspapers. He was also one of the first reporters to give an eye-witness story of the tragedy to press associations.

Both WOR and WHOM used wire recordings for close-up descriptive programs, broadcast later in the day over the respective stations.

NBC's television transmitter, located on the 85th floor of the Empire State Bldg, miraculously escaped damage in the accident. The B-25 which plowed its way into the 78th and 79th floor left the WNBT transmitter and antennae on the tower uninjured by the subsequent building quake. WABD-DuMont had offered the use of its facilities if needed.

NBC's first bulletin was at 9:59:30 a.m., carried by WEAF only, NBC officials said. Only subsequent reports were broadcast on the network. Most of the NBC description of the tragedy scene was handled by Herb Sheldon and Ray Barrett, who, with a mobile unit, interviewed eye-witnesses and gave reports from the Empire State building. Mr. Sheldon was near the skyscraper when the accident occurred and kept in close touch with NBC studios until Mr. Barrett arrived with the mobile transmitter.

Telephone Interview

NBC broadcast a telephone interview conducted by Don Goddard, commentator, with Philip Kirby, a copy executive who recently joined Grant Advertising Inc., whose offices are on the 76th floor of the Empire building. Mr. Kirby was credited with saving the lives of two women employes who were preparing to jump from the window because of flaming gasoline.

CBS and American networks sent out continuous bulletins on the accident and inserted roundup stories of rescue progress in the regular network newscasts. CBS had a special broadcast in the afternoon with Ray Ovington and Bill Slocum describing the scene and conducting interviews. American also used a brief program of eye-witness interviews on Saturday.

Most New York area stations gave the news full play, using bulletins and full stories.

Stations served by Transradio Press Service Inc., whose offices are on the 40th floor of a building at 43rd and Fifth Ave., were able to broadcast news of the crash within a minute or so after the WOR flash as TPS teletyped its first bulletin at 9:51. Several Transradio reporters ran to the windows when they heard the roar of the bomber and saw the plane crash into the building. "We would have had the flash on 30 seconds sooner if the operator hadn't been watching the accident too", TPS apologized.

LEX HERRON DIES OF HEART FAILURE

LEX HERRON, general manager of WTSP St. Petersburg, Fla., died suddenly of heart failure last Tuesday after an appendectomy. He was about to leave the hospital when he had a relapse. Irwin Simpson will become president and general manager of the station, in addition to his duties as advertising manager of the Poynter newspapers, according to Nelson Poynter, owner of WSTP and until now, president of the station.

Mr. Herron became manager over three years ago. He had early advertising training on the *St. Petersburg Times*. A "ham" for many years, he had developed some excellent shortwave equipment.

Mr. Simpson went to St. Petersburg last November from New York where he was a partner in the firm of Theis & Simpson, special advertising representatives.

TOTAL of 573 pianos for hospitals overseas and troops were collected as a result of Phil Cook's campaign on WABC New York.

HOWARD H. WILSON
COMPANY
CONTRACT RENEWAL
CONTRACT RENEWAL
CONTRACT RENEWAL
CONTRACT RENEWAL
KSOO
CONTRACT RENEWAL
CONTRACT RENEWAL
CONTRACT RENEWAL

KSOO

SIOUX FALLS, SO. DAKOTA
1140 K C - 5000 WATTS
National Representatives
HOWARD H. WILSON CO.

NBC

FULTON LEWIS jr.
IS NO. 1

Fulton Lewis, jr. leads the field with local sponsors on 171 Mutual Stations, as the most sold "cooperative" on the air.

However, he is still available (for the time being) in a few, choice, important markets.

FOR IMMEDIATE DETAILS, PHONE, WIRE OR WRITE—

Cooperative Program Department

MUTUAL BROADCASTING SYSTEM

1440 Broadway, New York 18, N. Y.

Originating from WOL, Washington, D. C.

General Mills Will Include Radio In New Household Appliance Schedule

Radio will definitely be included in advertising plans for General Mills' new line of household appliances, which the company hopes to get into production about the first of the year, James F. Bell, chairman of the board, said July 30 at a news conference in New York. Eventually television will also be used, it was stated.

One of the leading radio advertisers, spending five and three-quarters millions of dollars for network time alone in 1944, General Mills is planning to increase its radio budget for the coming year, with the appliance line accounting for some of the increase.

Expectations, it was reported, are that production of the appliances will get under way about the first of the year. Pressure saucepans and electric irons will be the first products of the new line, which will be merchandised under the General Mills name. The name of Betty Crocker, company's radio household economist, will be extensively used in advertising the line, however, as a survey showed that this name is familiar to 90% of housewives.

Dealer broadsides are now being distributed, with trade advertising to start in September. Publications and radio will be added as distribution permits, and ultimately television will also be used. BBDO Minneapolis, which handles General Mills institutional advertising, will also direct that of the appliances. Knox Reeves Adv., Minneapolis, is in charge of advertising for Wheaties, Bisquick, Betty Crocker soup, Bakers Flour, while Dancer-Fitzgerald-Sample, Chicago handles Gold Medal Flour, Kix, Softasilk cake flour, Cheerios (formerly Cheerioats).

Annual statement, released at the meeting, showed that for the fiscal year ending May 31, 1945, General Mills had a net income of $6,474,493, or $8.07 per share, compared to a net of $5,556,912, or $6.69 per share, for the previous year. Sales were down slightly, $280,839,270 for the year ending May 31, 1945, compared to $281,197,967 the year before.

Reporting that "advertising and trade promotion were maintained consistently during the year," the report cites three principles adopted as the basis for all General Mills advertising: "(1) Our advertising shall be factual, informative and educational. (2) It shall render the maximum of helpful service. (3) It shall attempt to expand markets rather than take business from competitors."

BIG BOOM EXPECTED AT POWDER HOUSE (KY.)!

Yessir, Powder House is an honest-to-goodness town in Kentucky—and real estate (and other things) there soon may reach new heights! But until that happens, we'd say to *save* the extra dough it costs to reach such settlements, and to concentrate on WAVE's Louisville Trading Area. This is the *important* section of Kentucky. It contains more money, more industry than in the rest of the State *combined!* Talking of boom towns, we've *got* one! Want us to *fire* more dope to you?

LOUISVILLE'S
WAVE
5000 WATTS . . 970 K.C. . . N.B.C.
FREE & PETERS, INC.
National Representatives

Knox Expands

KNOX Co., Los Angeles, will start radio version of the comic strip, "The Nebbs", on Mutual this fall in Sunday 4:30-5 p.m. period for Cystex. Company formerly sponsored *What's the Name of That Song* in that time but in July reduced to a quarter-hour and is currently using *Crime's My Pastime* in 4:30-4:45 p.m. spot. New half-hour series will start Sept. 9. Raymond R. Morgan Co., Hollywood, is the Knox agency.

Seek Network Show

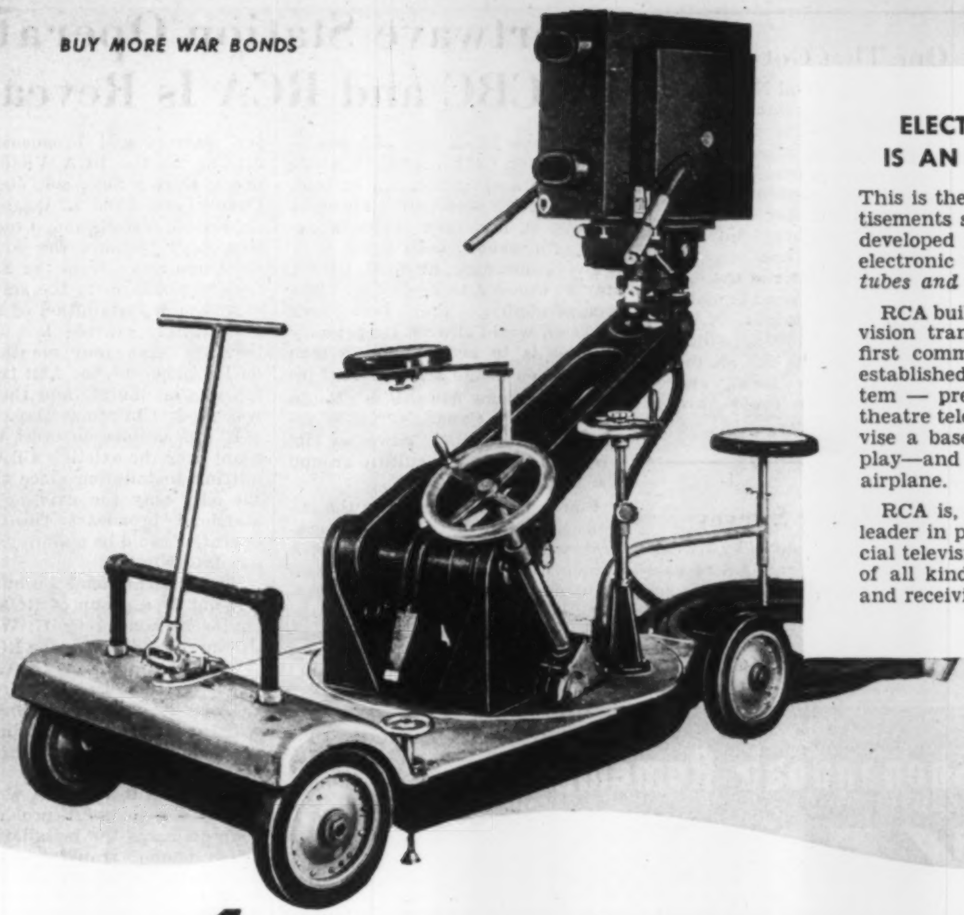
INTERNATIONAL Harvester Co., Chicago, has named McCann-Erickson to develop and present for audition a network program for institutional promotion.

WJHP
JACKSONVILLE FLA

NORTHERN FLORIDA'S
BEST RADIO "BUY"
• Send for Details •

XUM

BUY MORE WAR BONDS



ELECTRONIC TELEVISION IS AN RCA DEVELOPMENT

This is the fourth of a series of advertisements showing that RCA engineers developed the basic essentials of the electronic television system—*including tubes and circuits.*

RCA built the first all-electronic television transmitters and receivers—the first commercial television station — established the first television relay system — presented the first electronic theatre television—was the first to televise a baseball game and a Broadway play—and was first to televise from an airplane.

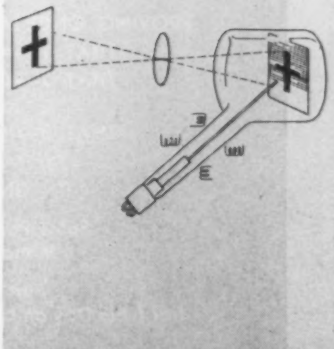
RCA is, and will continue to be, the leader in practical, successful commercial television. You may expect the best of all kinds of television transmitting and receiving equipment from RCA.

4. THE STUDIO CAMERA

IN ORDER to use conveniently the magical powers of the Iconoscope, an elaborate camera assembly is needed. Included in this must be (1) an arrangement for focusing the desired picture on the mosaic; (2) deflecting circuits that will cause a beam of electrons to scan the picture; and (3) a means of amplifying the relatively weak signal to a magnitude that can be satisfactorily fed over a cable to the control room. Moreover, all of these, and the Iconoscope itself, must be mounted in a relatively compact assembly capable of being moved easily about the studio.

Deluxe studio cameras of the type shown above were first designed and built by RCA. Cameras of this type, produced by RCA before the war, are used today in the studios of WNBT, the world's leading television station, and in a number of other television stations. Cameras of very similar design are used in nearly every station.

When production of commercial television equipment is resumed, RCA will offer new television cameras surpassing any now in commercial use. With these new RCA cameras, using improved circuits and tubes, full freedom can be given to artistic considerations in studio programming.



The Fountainhead of Modern Tube Development is RCA

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION • CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal

CALLAHAN RETURNS TO CROSLEY STATION

Mr. Callahan

WALTER A. CALLAHAN, since November 1942 general manager of WSAI and since September 1944 manager under the Marshall Field interests, Sept. 1 returns to the WLW Cincinnati staff, according to announcement by James D. Shouse, vice-president in charge of broadcasting for The Crosley Corp. No specific appointment has been made.

Mr. Callahan originally joined the Crosley broadcasting division in 1938 and has served in various capacities including sales and service at WLW home office and as manager of WLW Chicago office. Before his WSAI appointment, he was administrative assistant to Mr. Shouse and Robert E. Dunville, Crosley vice-president and WLW general manager.

One That Got Away

"COVERS Central New England — and Berchtesgaden". That could be the new line on WTAG's letterhead. The Worcester station has just discovered through a GI that its signal reaches Hitler's erstwhile hideaway in the Alps. Staffers are tearing their hair thinking of the opportunity they missed to make Der Fuehrer furious. NAB and FCC permitting, they could have called him all the names in the book, and chances are, he could have heard them.

NAB Beer Survey

SURVEY just completed by J. Walter Thompson Co. for NAB reveals that 88% of commercial stations accept beer advertising, 10% do not, and 2% are noncommital, it was announced last week by the U. S. Brewers Foundation Inc., N. Y.

Shortwave Station Operated By CBC and RCA Is Revealed

BAN is now lifted on CBC's shortwave station CHTA, and the whole story of its operation can be told. Though it has been on the air eight months, it has been under a security "blackout" until now.

Every morning at 6:30 CHTA starts broadcasting—in six languages—telling the Dominion's views on world affairs. Its primary purpose is to keep Canada's men and women in the armed forces informed on home news. It is also an instrument in Canada's "public relations", spreading news of its products, people and culture around the world.

Planned and designed by the engineering staff of CBC in cooperation with engineers of the RCA Victor Co. of Montreal, it is said to be one of the most modern stations of its kind in the world.

Erected on a salt marsh near Sackville, New Brunswick, the station is considered ideally located for international broadcasts. According to the RCA Victor engineers, Burton Seabrook, Joseph M. Conroy, and Fred R. Quance, who supervised installation, it took fourteen days to move the equipment the three miles from the Sackville freight platform to the station.

Although installation of the new transmitters started last September, less than four months later, on December 18, the first transmitter was on the air and the second was ready Christmas Day.

It was decided to erect the new plant over the existing CBA transmitting installation since this was the only way the existing 50 kw standard broadcast transmitter's operation could be maintained without interruption.

The international building was laid out by a group of RCA Victor engineers headed by G. W. Olive. On the ground floor is the RCA 50-D transmitter known as CBA. On the upper level are two high frequency RCA 50 kw shortwave transmitters with an extra room available for the installation of an additional 7½ kw sw transmitter.

According to the RCA engineers, one of the toughest problems encountered was the installation of a 6,500 pound transformer which was turned over on its side and "eased" into the building.

In a fireproof vault in the building's basement, the RCA engineers installed equipment for the two shortwave transmitters including modulation transformers and reactors, high voltage plate transformers, voltage regulators and distribution transformers.

Designed to withstand a 120-mile-per-hour wind or a half-inch coating of ice, the masts of the three antennae now in use are 165, 217 and 379 feet respectively and present a solution to a problem made complex by Canada's climactic conditions. The antennae can be "slewed" so that the broadcast beam can be moved either plus or minus 13 degrees each side of the main direction and it can be reversed to permit beaming to the Pacific area as well as Europe.

If You Buy Shenandoah Remember This

KFNF

The Friendly Farmer Station

Produced

In 3 Midsummer Days. 7/12/45–7/14/45

For ONE Sponsor on ONE Product

647

One Dollar, Cash Enclosed, Orders

PROVING ONCE AGAIN:—

THAT 1—Advertising is not an intangible over KFNF . . . .

THAT 2—KFNF IS increasingly dominant in the great farm market around Shenandoah . . . .

THAT 3—Probable production plus rates that make sense are causing—

INFORMED SPONSORS TO SAY "I BUY KFNF"

Sales Participations, 2 to 3 minutes in an established Program Monday through Saturday, Cost only $25.00 Per week.

Participations for Intensive Mass Coverage Campaigns 4 or 6 Per Day on a Monthly Basis—are available for as Little as $3.18 per Broadcast

1000 W KFNF 920 Kc

SHENANDOAH, IOWA

FOR AVAILABILITIES WRITE OR WIRE FRANK STUBBS, SHENANDOAH, IOWA

THERE'S ONLY 1 TIMES SQUARE

but

WHN REACHES 2 NEW YORKS!

(The population of WHN's primary coverage area is 15,398,401, more than TWICE the number of people in New York City proper.)

WHN

Dial 1050 50,000 watts

Metro-Goldwyn-Mayer—Loew's Affiliate

FOR 22 YEARS
(SINCE APRIL 2, 1923)
it's been
"RADIO OMAHA"

To millions of people in the rich Missouri Valley-Great Plains area, "Radio Omaha" means "Radio WOW".

From Sioux Falls to St. Joe—from the cornlands of Central Iowa to the cattle country of Western Nebraska—radio listeners have acquired the "WOW habit" over a period of 22 years. Why? Because, with 5000 watts power behind 590 kilocycles, WOW delivers clear, easy-to-listen-to radio programs over an immense area—within 200 miles of Omaha. And because listeners consistently hear the best radio programs on WOW.

Since 1927, WOW has given its listeners NBC programs—the best available anywhere. In addition, WOW has always excelled in its newscasts, and its frequent timely special events.

So that's why "Radio Omaha" means "Radio WOW" . . . that's why millions have the "WOW habit".

As every experienced Time-Buyer knows, it's *"listener habits"* that determine the advertising value of radio media. That's why WOW has been the Number One Radio Advertising Medium in its area for many years—and STILL IS.

RADIO STATION

WOW INC.

OMAHA, NEBRASKA
590 KC • NBC • 5000 WATTS
Owner and Operator of
KODY AT NORTH PLATTE

JOHN J. GILLIN, JR., PRES. & GEN'L. MGR.
JOHN BLAIR & CO., REPRESENTATIVES

FM Hearings

(*Continued from page 17*)

major contribution to rapid acceptance of FM; newcomers will benefit. FCC proposal to require two hours daily of unduplicated programs on FM would compel AM broadcaster to divide resources, audience and revenue without equivalent benefit to listener.

Doubts wisdom of limiting FM ownership to six stations, in face of abundance of frequencies. Adoption of rule barring AM broadcasters from FM ownership would discourage and retard advancement of FM. Calls on Commission for expression that it will encourage AM broadcaster to enter FM field.

Urges FCC to review network regulations in light of FM before making them applicable to FM. Concurs in FCC proposal for use of common antenna site insofar s natural sites are concerned, but would make it permissive, not mandatory; objects to inclusion of man-made sites, such as buildings. (Later under cross-examination by Louis G. Caldwell, Mr. Trammell said he thought the "whole thing" should be eliminated from regulations).

Booster stations desirable; opposes reservation of 20 channels, suggests the 10 channels which eventually will become available for FM when facsimile moves upward will meet needs of future "newcomers"; favors facsimile encouragement.

NBC favors FM coverage approximating primary service area of AM stations where both are owned by same licensee; metropolitan and rural stations should be permitted maximum coverage, with power limited to 50 kw. Regulatory basis for the industry that makes for stability, for progress and for the encouragement of the widest possible industry creativeness will be a beacon for the new era of American broadcasting.

Mr. Trammell told Commissioner C. J. Durr (who asked about programs) that American people like type of programs they're getting "because they're getting the programs they want". Mr. Durr talked about symphonies. Mr. Trammell said they have a "very low popular appeal", adding: "If you rely on symphonic music and discussions and exclude popular programs of today, it would take 10 years to get FM going—you'd have no listeners."

FCC Counsel Hyde asked if NBC planned to exact double payments for AM-FM service. Said Mr. Trammell: "I'll answer, but do you think that's the prerogative of the Commission to ask what we pay and what we charge?" His answer was "not until FM becomes established." Commissioner Durr's interest aroused, he asked how NBC bases its rates now; which was more profitable—operating a network or stations. Mr. Trammell couldn't answer either specifically.

Kesten Sees Importance Of Hearing to Public

PAUL W. KESTEN, executive vice-president, CBS: Said "issues before the Commission probably exceed in total importance to public and broadcasters those of any hearing I can remember before this Commission or its predecessor. . . . FM contains in itself almost the whole future of audio broadcasting. . . . Very few of our millions of listeners understand what is at stake here—I doubt if every broadcaster fully realizes it—but I feel reassured in the knowledge that this Commission is entirely aware of it, and is devoting to it the time and careful thought which it deserves.

"The three issues before the Commission which most profoundly affect the future public service of the broadcasters are (1) any restraints placed on FM programming; (2) any unnecessary restraints placed on FM station ownership; (3) the whole question of where to license stations and how to define their coverage areas so that not only will local needs be properly satisfied, but so that nationwide coverage patterns for network programs—essential always to listeners' enjoyment and vital to national unity and welfare in times of crisis—can be physically attained."

Mr. Kesten urged duplication of full AM schedules on FM stations. Telling a broadcaster he must put different programs on his FM station would be like telling a newspaper if he wanted to invest in a better press, he'd have to print two different papers—one the old way and the other the new way. Separate programming would penalize not only the broadcaster but the public.

From the moment FM sets are sold in any area, every hour of FM listening represents a reduction in AM audience, because no listener can tune in AM and FM at the same time.

In the transition period one of two things can happen—either an orderly and smooth transition can occur, or chaos can break loose. . . .

(*Continued on page 38*)

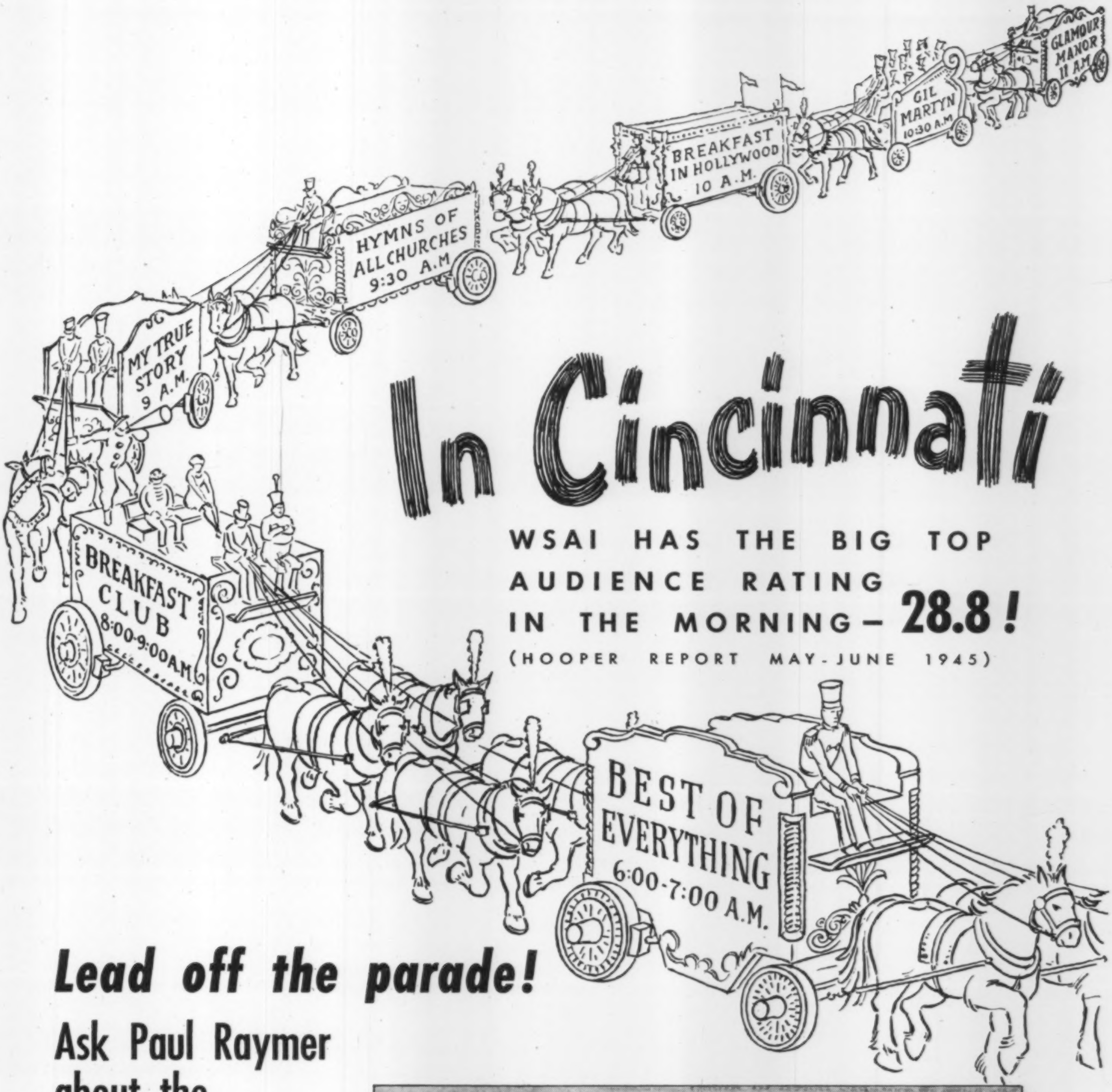
THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

KTHS . . . . . Hot Springs, Ark.
KFMB . . . . San Diego, Calif.
KWKH . . . . . Shreveport, La.
WCPO . . . . . Cincinnati, Ohio
WTJS . . . . . . Jackson, Tenn.
WNOX . . . . Knoxville, Tenn.
WMC . . . . Memphis, Tenn.
KTBC . . . . Austin, Texas
KRIC . . . . . Beaumont, Texas
KWBU . . . Corpus Christi, Texas
KRLD . . . . Dallas, Texas
WCHS . . . Charleston, W. Va.
WBLK . . . . Clarksburg, W. Va.
WSAZ . . . Huntington, W. Va.
WPAR . . . Parkersburg, W. Va.

U.P. *gives you*
"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"


GLAMOUR MANOR 11 A.M.
GIL MARTYN 10:30 A.M.
BREAKFAST IN HOLLYWOOD 10 A.M.
HYMNS OF ALL CHURCHES 9:30 A.M.
MY TRUE STORY 9 A.M.
BREAKFAST CLUB 8:00-9:00 AM
BEST OF EVERYTHING 6:00-7:00 A.M.

In Cincinnati

WSAI HAS THE BIG TOP AUDIENCE RATING IN THE MORNING – 28.8!

(HOOPER REPORT MAY-JUNE 1945)

Lead off the parade!

Ask Paul Raymer about the Best of Everything Program!

WSAI

A Marshall Field Station,

CINCINNATI 2, OHIO

BASIC AMERICAN BROADCASTING COMPANY

In the UTAH MARKET

These chicks, with their sisters and cousins, brought $23,295,000 to Utah chicken and turkey growers last year. That's nearly $2,000,000 a month, which helps to "feather the nests" of quite a number of KDYL listeners in this steady-income market.

Local Advertisers Know KDYL Brings Results

When it comes to "hatching" sales, local and national advertisers have learned that KDYL showmanship gets results. It's the station most Utah people listen to most.

The POPULAR Station

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative: John Blair & Co.

FM Hearings

(*Continued from page 36*)

It is within the power of the Commission to determine which of these the listener and broadcaster will face in this transition period. . . . It lies within the power of the Commission to determine whether this interval is long and painful or short and relatively painless. Identical programming is the single key to this entire problem. It will speed FM set sales and that, in turn, will encourage new broadcasters to enter FM, leading to more program competition. The listener's pocketbook is protected for he can buy a simple FM set without being cheated out of his favorite program. Confusion in the listener's mind would be avoided and large investments in top-flight talent can be maintained.

CBS opposes restrictions on AM-FM ownership, has no criticism of duopoly regulation but thinks FCC should not arbitrarily limit number of FM stations to six for one owner. CBS has eight AM stations and wants FM stations to protect their respective areas. FCC has authority, by licensing power, to prevent concentration of control without placing arbitrary limit on ownership.

Mr. Hyde inquired of Mr. Kesten if he thought there should be "another advertising rate for FM". CBS feels it has no right to charge an advertiser for a duplicate system of broadcasting, said Mr. Kesten.

Stanton Explains in Detail CBS Single-Market Plan

FRANK STANTON, vice-president and general manager, CBS: Explained in detail CBS single-market plan, said plan does not confine or restrict FM service areas to outer limits of Metropolitan District in which station is located; plan does not put a ceiling on power or antenna height, provided resulting signal does not exceed practicable requirements under various situations specified in the plan itself.

A larger rural area is served by composite coverage of single-market stations and signal under single-market plan is superior. CBS suggestion supports Commission's plan in the essential points. Single market of Metropolitan station allows far more opportunities for development of local talent, personalities, forums, discussion groups and service programs unique to the market. Competitive emphasis shifted from coverage areas (as in AM) to programming and service.

In order to realize full potential of FM—wider total coverage, better signal intensity, more stations and, hence a wider choice of programs—some form of the concept embodied in CBS Single Market Plan or in plan proposed by Commission must be adopted as guiding principle in FM allocations.

WILLIAM B. LODGE, CBS director of general engineering: Submitted exhibits on engineering phases of Single Market Plan.

Woods Says All American Affiliates Urged to Ask for FM

MARK WOODS, president, American Broadcasting Co.: Said American has requested all affiliates to file for FM facilities. American concurs in 6-hour daily minimum operating schedule; objects to proposed regulation requiring unduplicated service two hours daily; contending program content is first among listeners—fidelity of tone secondary. Greatest asset any broadcaster has is his program

(*Continued on page 40*)

BALTIMORE'S
Listening Habit
WCBM
MUTUAL BROADCASTING SYSTEM
JOHN ELMER
President
GEORGE H. ROEDER
General Manager
FREE & PETERS, Inc.
Exclusive National Representatives

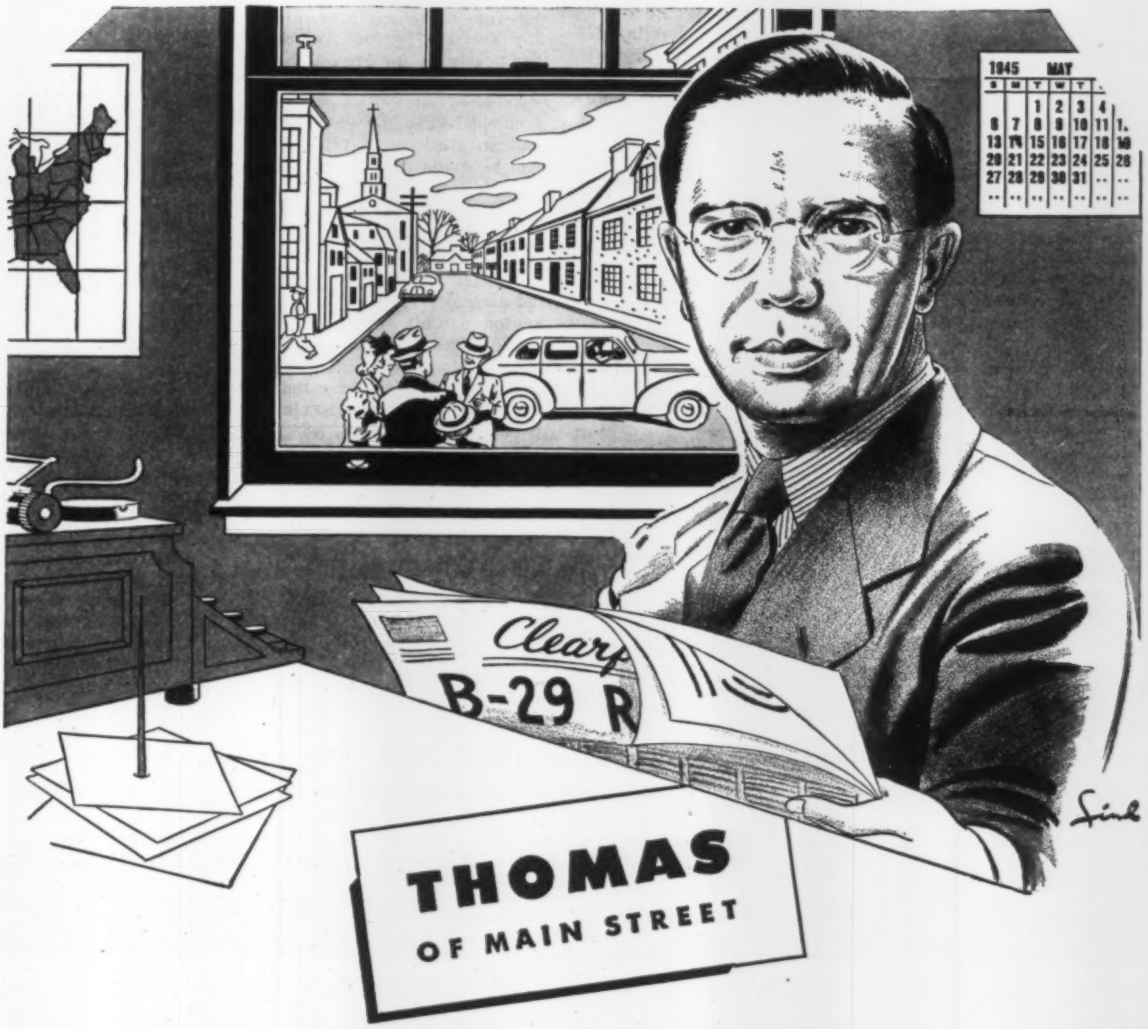
IT'S A FACT!

You can cover Ohio's Third Market at less cost. American Network affiliate.

Ask HEADLEY-REED

WFMJ
YOUNGSTOWN, OHIO

XUM



THOMAS OF MAIN STREET

EACH WEEK, Monday through Friday, at 6:45 P.M., KDKA presents the news-commentary of Lowell Thomas. On Saturdays, at the same hour, another Thomas.. Bill.. takes up the torch and the cosmos is appraised with a Main Street slant.

Bill Thomas is editor of the Clearfield, Pa., "Progress." His Saturday evening summary of world-events on KDKA is aptly styled: "A Main Street Editor Looks at the News." His homespun approach to the news is refreshing. The man in the street.. Main Street or Fifth Avenue.. is edified and instructed.

This weekly newscast of world-happenings, as seen through the eyes of a small-town editor, pleases urbanites, and strongly appeals to the millions of KDKA's rural listeners. Tangible evidence of the wide popularity of Bill Thomas and his program turns up regularly in the mail. A one-time offer of a souvenir-copy of his newspaper brought 9,000 replies.

More details gladly furnished. Check with NBC Spot Sales.

KDKA
PITTSBURGH
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

KEX • KYW • WBZ • WBZA • WOWO • KDKA

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX • KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

FM Hearing

(*Continued from page 38*)

service—his stock in trade. Suggests minimum full-fidelity schedule be a total of two hours daily at any time starting at 6 a.m.

Thinks multiple ownership regulation should be "open-ended" with maximum number of stations dependent on circumstances in each case. On AM-FM ownership, thinks it should be encouraged; AM operator should be permitted to operate as long as he is willing or until the Commission decides upon reassignment of AM channels which will become necessary at some future date in order to provide adequate rural service.

Instead of applying network regulations to FM, Commission might better wait, watch developments and take action when and if action seems desirable. American favors common antenna sites, would include buildings as well as natural sites; is opposed to booster stations as well as reservation of 20 channels for future assignment, contending no reason for holding frequencies for men in service, due to large number of channels.

Favors development of facsimile, thinks FCC allocation plan overall is good, except in many cases it will be economically impractical to operate a rural station under terms of proposal. Mr. Woods expressed opinion that remote rural areas can be served better by high-powered clear-channel AM stations.

Mr. Hyde put the usual rate question to Mr. Woods, who said rates are in a continual state of flux, the American doesn't plan to charge for FM until service is widespread. He predicted 4,000 FM stations within five years, a three-year period after war for FM to break even on financial investment.

JOHN MORGAN DAVIS, general counsel, NAB, stood on brief [BROADCASTING, July 30].

GEORGE C. DAVIS, Washington consulting engineer, appearing for Yankee Network: Opposed allocation plan on grounds it would deprive New England of proper coverage; suggested either more frequencies be assigned to Metropolitan stations or that maximum use be made of frequencies so assigned.

Shepard Leads Testimony On Tuesday Morning

IRVIN B. ROBINSON, technical director, Yankee Network: Presented exhibit showing history of WGTR Paxton, Mass., WMTW Mt. Washington, and WEOD, relay station. Total capital invested during experimental and developmental period to May 1940, $388,126.23; additional investments and operating costs since May 1940 (under FCC rules and grant of commercial licenses): WGTR $302,002.78; WEOD $14,307.16; WMTW $511,258.06.

JOHN SHEPARD 3d, chairman of board and general manager, Yankee Network: Said Yankee "went out on the FM limb" and "if these suggested regulations are put into effect the folly of this as a business venture will be conclusively established."

In any nationwide allocation plan FCC must pay particular attention to New England because of closely-clustered cities and metropolitan districts and dense population. In any allocation plan, two broad principles (to deliver programs to listeners and provide outlet for public expression of local community) must be considered. FCC plan does not provide proper facilities for New England.

CBS single market plan would entail need for more FM frequencies than now allocated for Metropolitan stations. Single-market plan would be all right for one or two networks, Yankee feels Metropolitan stations should be permitted to elect to serve either (1) all districts combined or (2) one of metropolitan districts (with reference to multiple-contiguous-metropolitan areas).

Mr. Shepard advocated stations of the Paxton caliber. Chairman Porter asked if he had changed his views since he opposed 500 kw power for WLW Cincinnati. Said Mr. Shepard—the situation isn't the same because no other station could use the 700 kc channel, whereas several FM stations could use Paxton frequency.

Yankee suggests minimum operating schedule of 12 hours daily instead of proposed 6; program duplication should be left to individual broadcaster; thinks FM will develop faster with unduplicated programs; FM-AM ownership policy should not arise until practically 100% of present AM set owners have FM receivers; FM should be allowed to develop without network regulations being effective immediately.

Agrees with common antenna

(*Continued on page 42*)

A SURE RETURN WITH WSIX

WSIX makes the perfect teammate for your advertising dollar, and here is why you will get a sure return: (1) An 81.5% increase in WSIX's all-day average Hooper during the two years ending in January. (2) The best daytime Hooper rating of any Nashville station. (3) Outstanding shows of **both** the AMERICAN and MUTUAL Networks. (4) WSIX is in the heart of the rich middle Tennessee area—a million manpower market that will continue to boom after the war. AND all of these potential buyers are waiting—first to hear about your product—second, to buy it.

REPRESENTED NATIONALLY BY
THE KATZ AGENCY, INC.

AMERICAN - MUTUAL

5000 WATTS - 980 K.C.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

Pardon us if we repeat—
But it's still true that
Only KROD
serves ALL the rich
El Paso Southwest

ARIZ
CARRIZOZO
SILVER CITY
NEW MEXICO
CARLSBAD
El Paso
SIERRA BLANCA
TEXAS
KROD's Coverage Area

CBS

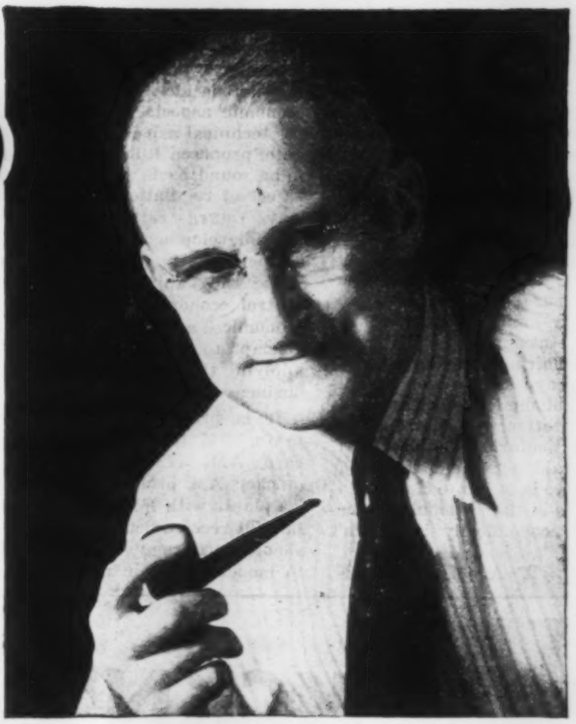
Represented NATIONALLY by Howard H. Wilson Co.

It costs no more to reach ALL of this important market —BUY KROD.

KROD
1000 Watts 600 KC
EL PASO, TEXAS
Dorrance D. Roderick, Owner
Val Lawrence, Manager

first

..... *in War!*



Wallace Kadderly, nationally-known agriculture broadcaster, began conducting his daily farm service program over KGW, July 16. Radio chief of the U. S. Department of Agriculture for the past eight years, Mr. Kadderly began his career at the Oregon State College and for four years directed the very successful Western Farm & Home Hour over NBC. By helping our farmers in their valiant efforts to feed the world, KGW again rings the bell—this time the dinner bell.

first

..... *in Peace!*

In this pre-war photo T. R. McLellan (left) and W. P. Wakefield tell how they are improving the soil on their farms in Lincoln county, Oregon, for the benefit of listeners to KGW and the NBC network program, "Western Farmers Speak."

first

in Audience Influence

Agricultural income remains one of the greatest economic factors in the prosperity of the Pacific Northwest area served by radio station KGW. For twenty-three years this station has consistently cultivated the farmers, making this rural buying power available to advertisers on KGW—your best radio buy yesterday, today and tomorrow!

ONE OF THE GREAT STATIONS OF THE NATION

KGW

PORTLAND, OREGON

REPRESENTED NATIONALLY
BY EDWARD PETRY & CO. INC.

FM Hearings

(*Continued from page 40*)

site proposal providing it will not affect satisfactory operation of licensee's FM station or television station; boosters should be authorized where need is proved; opposes reservation of 20 channels—if such reservation needed, should be reduced to 10 channels.

Favors facsimile regulation, opposes FCC allocation plan, especially for rural stations, as so severe as to limit applications for that type station.

When Chairman Porter asked if rural coverage hadn't been retarded by establishment of clear channel AM stations in metropolitan areas, particularly the East, Mr. Shepard said the ideal thing for rural service is to locate clear channel stations in thinly populated districts but economically it couldn't be done.

COMDR. T. A. M. CRAVEN, vice-president, Cowles Broadcasting Co., former Commissioner: It is of paramount importance that Commission decide just as wisely for economic aspects of FM as it did for technical aspects. In the aggregate, proposed Rules do not appear to be sound basis for wise decision. Effect of regulations such as these may retard rather than foster rapid development of FM and wider competition in broadcasting, because they appear to attempt to control economics at a time when economics are undeveloped. They attempt to control competition by applying theories contrary to sound business principles.

It is predicted the public will prefer FM to AM, thus will discard AM. If this is true, the quicker AM broadcasters modernize plants with FM the sooner public will receive better service. FCC should encourage AM broadcasters to modernize their plants as soon as possible.

Comdr. Craven opposed any discrimination in AM-FM ownership. As for multiple ownership, the Commission should have flexible rule, not rigid 6-station limit; proposed rule requiring two hours of unduplicated programs would be harmful to FM developments, because audiences don't listen to strongest signal, but to best programs.

Commissioner Durr asked about "newcomers". Comdr. Craven quipped he expected the Commission to take a year to process FM applications unless additional appropriations and help are forthcoming.

Ultimately regional and local channel stations may become no longer necessary. AM channels thus placed into disuse can then be utilized by better AM stations serving areas which FM may not reach.

Cowles opposes reservation of 20 channels for future assignment; opposes FCC allocation plan, contending there should be only one class of station and Commission should encourage all stations to serve as large a rural area as circumstances justify or require; FCC should prescribe service area objectives for each community.

Again Mr. Hyde probed the rate issue. Mr. Craven didn't think it would be economically feasible to charge a double rate until FM is established. As for programs, we shouldn't fear looking into the future, said former Commissioner; the American public likes American programs; educational stations will help fill a certain need.

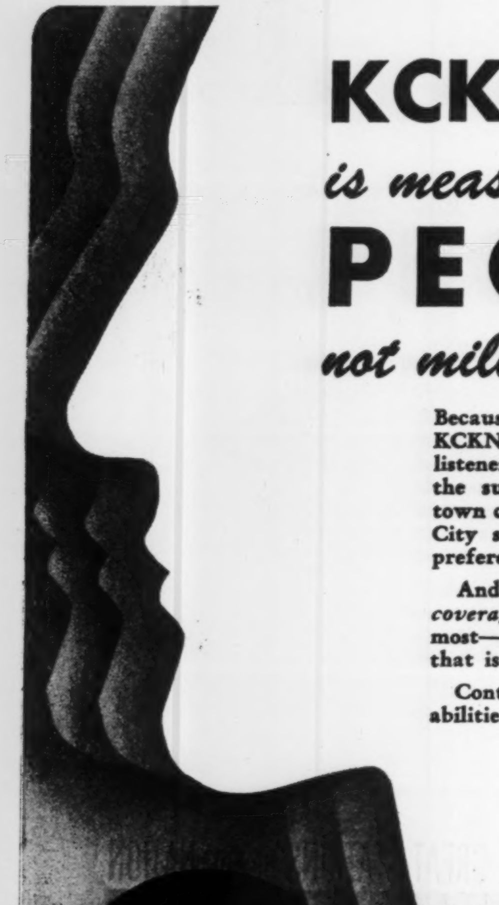
Fly Appears for Group Of Broadcasters

JAMES LAWRENCE FLY, former FCC chairman, counsel for KRLD Dallas, KXEL Waterloo, Ia., WFMJ Youngstown, O., WMIT-WSJS Winston-Salem, WSPD Toledo, WWVA Wheeling: Hardly any question before the Commission has been of such vital public interest . . . public interest is that of listener . . . they are the forgotten men and women in various presentations (preceding Mr. Fly). Commission regulations too restrictive . . . public interest can never be met as long as the metropolitan areas of East are used as guide in allocations.

Well over 50% of country will be without radio service if Commission allocation plan or CBS single-market plan is adopted. (Mr. Fly quipped CBS plan came "after the Democratic nomination") . . . whole emphasis of both plans is on heavily congested areas, devoted to "pay dirt" territory.

Warned against attempt to lay down specific contours for future . . . Commission's proposal in some respects more restrictive than that of CBS. . . . These regulations would erect a Chinese wall around service. . . . Suggested "simple way out of dire result" is rule that all stations serving over 50% rural listeners be rural stations. . . . Can't see why Commissioners would care to lay down rules which would preclude public service. . . . Was quite impressed with suggestions Comdr. Craven made; suggested Commission might want to consider New England-Washington separately in nationwide allocation plan, because of peculiarities of population density, etc. To have uniformity of principle must have distinction between facts and theories; unduplicated programs given

(*Continued on page 44*)



KCKN's *Coverage* *is measured in* PEOPLE *not miles!*

Because people — not miles — make up a market, KCKN programs specifically to the metropolitan listener tastes of Greater Kansas City. Leaving the surrounding thinly-spread farm and small town coverage to others, KCKN is the *only* Kansas City station to appeal *exclusively* to the radio preferences of Greater Kansas City.

And so, *without the rate penalty of out-state coverage,* you can reach the market that counts most—the rich, fertile, *concentrated* sales potential that is Greater Kansas City.

Contact your nearest Capper office for availabilities.

24 HOURS A DAY KCKN is the only Kansas City station broadcasting day and night—all night.

"THIS IS MUTUAL" At 6 p.m. KCKN becomes a BASIC station of the Mutual Broadcasting System.

KCKN Kansas City

The Voice of Greater Kansas City

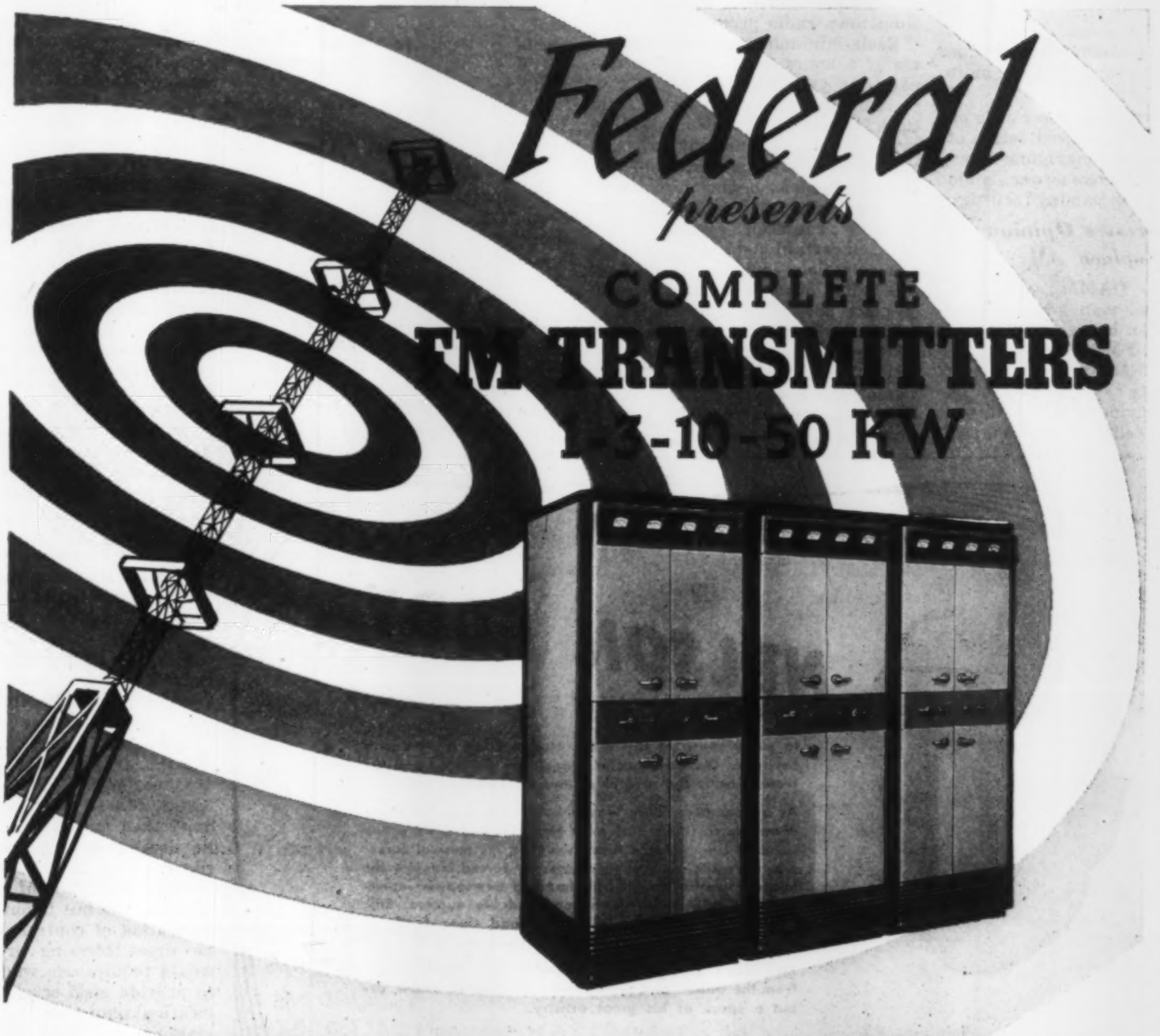
BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY . . . WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220
CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864

RICHMOND
COVERAGE
AT
PETERSBURG
RATES
WIRE or WRITE
WSSV
MUTUAL
Petersburg, Virginia

XUM



Federal

presents

COMPLETE FM TRANSMITTERS 1-3-10-50 KW

ALL NEW – incorporating new techniques, new circuits, new tubes.

NEW TRANSMITTERS . . . with impressive high fidelity, low harmonic distortion, low hum level . . . with outputs of 1, 3, 10 and 50 kilowatts . . . plus ample operating safeguards.

The basic unit is the exciter, generating 250 watts of RF power. Its design permits adding power units as desired . . . at any time . . . in selected steps that make possible the different outputs.

NEW ANTENNAS . . . of two or more loops with two or more half-wave elements, are factory tuned for easy installation. Standard coaxial lines feed them.

NEW POWER TUBES . . . highly efficient, incorporate notable Federal achievements in design and production. They assure long, dependable performance in FM broadcasting.

Look to Federal for the finest in FM equipment.

Federal Telephone and Radio Corporation

AN IT&T ASSOCIATE

Newark 1, N. J.

FM Hearings

(*Continued from page 42*)

too much emphasis; not so serious as testimony indicates. Labor problems might loom as more important issue; thinks community station is "swell idea"; country needs more "whistle-stop" stations.

Thinks there should be a rule on ownership against concentration of control; isn't sure maximum number of stations for one owner should be 6, in view of expanded facilities.

Damm Expresses Opinion FM Will Replace AM

WALTER J. DAMM, vice-president & general manager, Milwaukee Journal Co. broadcast division, and president, FMBI (testifying as individual): FMBI filed no brief because couldn't get together on issues; is convinced FM will replace AM; believes problem of rural coverage will take care of itself long before complete abandonment of AM. American public will never be satisfied if, as result of regulation, it will be limited to home-town radio program service.

Feels minimum operating schedule of 6 hours daily should terminate one year after war and FM stations be required to operate full-time. Forced unduplicated programs would gain nothing; all AM programs should be available to FM; advocates leaving duplication to judgment of licensee. Thinks duopoly regulation might be relaxed in certain instances, although has no serious objection to it.

AM-FM ownership regulation out of place now; thinks developments will take care of it. Thinks network regulations as well as other AM rules should apply to FM, but would extend 2-year affiliation contracts to longer periods; favors common antenna sites, use of boosters where needed to overcome shadows; opposes reservation of 20 channels, thinks 10 would be sufficient; favors encouragement of facsimile but FM should come first; thinks FCC allocation plan needs revising, favors community stations, thinks rural station plan unworkable.

PAUL W. MORENCY, secretary & general manager, Travelers Broadcasting Service Corp., Hartford (WTIC WTIC-FM): Agrees New England is a problem; no objection to 6-hour minimum daily operating schedule; objects to nonduplicated programs by regulation; suggests clarification of multiple ownership rule; opposes separate AM-FM ownership; suggests network rules be studied with FM in mind before general application to FM; no objection to boosters if serve useful purpose; reservation of 20 channels would seriously retard FM development, particularly in New England.

Allocation plan contains fundamental defects which will deprive public of some of principal benefits of FM; proposed plan imposes too many restrictions on both engineering and economic phases, puts premium on certain theoretical concepts, such as keeping broadcasters both equal and small to detriment of listeners, thus placing small stations at mercy of national networks.

LOUIS G. CALDWELL, counsel for WDAF Kansas City, WFBR Baltimore, WJR Detroit, WGAR Cleveland, WGN Chicago, KFI Los Angeles: Doubts feasibility of proposed allocation plan with reference to California because of mountainous terrain; stood on advance briefs [BROADCASTING, July 30].

HARRISON T. SLAUGHTER, counsel for WPAD Paducah, Ky., WSON Henderson, Ky., WSNJ Bridgeton, N. J.; WHOP Hopkinsville, Ky.: Submitted statements for each, opposing allocation plan and definitions of Metropolitan, Rural and Community areas; recommended licensees not be restricted but permitted to perform public service.

GEORGE C. DAVIS, consulting engineer, appearing for WJW Detroit, WPEN WPEN-FM Philadelphia, WBAM New York and for himself: Opposes proposed allocation plan, suggests revisions.

E. E. (Ted) HILL, managing director, WTAG WTAG-FM Worcester, Mass.: Opposes forced unduplicated programs, contends public doesn't want more, but better reception of present AM programs; opposes limitation of 6 stations to single owner but favors ban on concentration of control; boosters can be great blessing or great evil; would require use where necessary to provide good service. Favors allocation plan overall, but opposes classification of stations; recommends FCC adopt CBS single-market plan.

MICHAEL R. HANNA, general manager, WHCU Ithaca, N. Y.: Generally in accord with FCC proposals but thinks restrictions on rural stations too great. Recom-

(*Continued on page 74*)

NELSON EDDY

In every sense of the word, Nelson Eddy is America's baritone. On the concert stage, on the air, and on records he is the symbol of musical America.

As a youngster, Eddy was a boy soprano in his home town church choirs and, even then, showed great promise as a singer. For a time, however, his musical career was set aside, as economic necessity forced him into the business world. He tried his hand at newspaper reporting and advertising—with commendable success. Still, he cherished the hope of singing and clung firmly to his ambition until his aspirations were realized.

Mr. Eddy's flawless performance of the "patter songs" from the Gilbert and Sullivan operettas, listed below, are but a spark of his great artistry.

MY OBJECT ALL SUBLIME (Mikado) OH! A PRIVATE BUFFOON (Yeomen)	Col. 4271
LORD CHANCELLOR'S SONG (Iolanthe) MY NAME IS JOHN WELLINGTON WELLS (Sorcerer)	Col. 4272
I AM THE MONARCH OF THE SEA (Pinafore) MAJOR GENERAL'S SONG (Penzance)	Col. 4273

(In the Columbia Album M-440)

For complete listings of BMI-Licensed titles recorded by Mr. Eddy and other noted vocalists and bandleaders, consult your BMI DISC DATA or write for this service.

BMI
BROADCAST MUSIC, INC.
580 FIFTH AVENUE · NEW YORK 19, N.Y.
New York * Chicago * Hollywood

630
ON THE DIAL
• MORE PEOPLE LISTEN
• MORE PEOPLE BUY
CKRC
WINNIPEG – CANADA
"THE DOMINION NETWORK"

17

AT

8

THE Hooper Continuing Measurement of Radio Listening for the 1944-1945 Winter-Spring season gives WTIC's 8:00-8:15 A. M. News period a 17.0 rating. This represents 76.5% of the sets in use at that time in the Hartford area—a great tribute to the excellence of WTIC's news service.

300,000 words pour into the WTIC newsroom every day from all the distant corners of the earth. WTIC is the only radio station in New England, and one of the few in the country, subscribing to three outstanding news associations—Associated Press, International News Service and Transradio News.

In addition, a special Washington coverage is maintained by direct wire; and throughout Southern New England WTIC reporters are ever on the alert for news of special interest.

Preparing and presenting this material to the people of Southern New England in an authentic and understandable manner is WTIC's chief aim in its dozen or more newscasts each day.

One more example of that extra service which has made WTIC the dominant station in Southern New England.

WTIC

50,000 WATTS

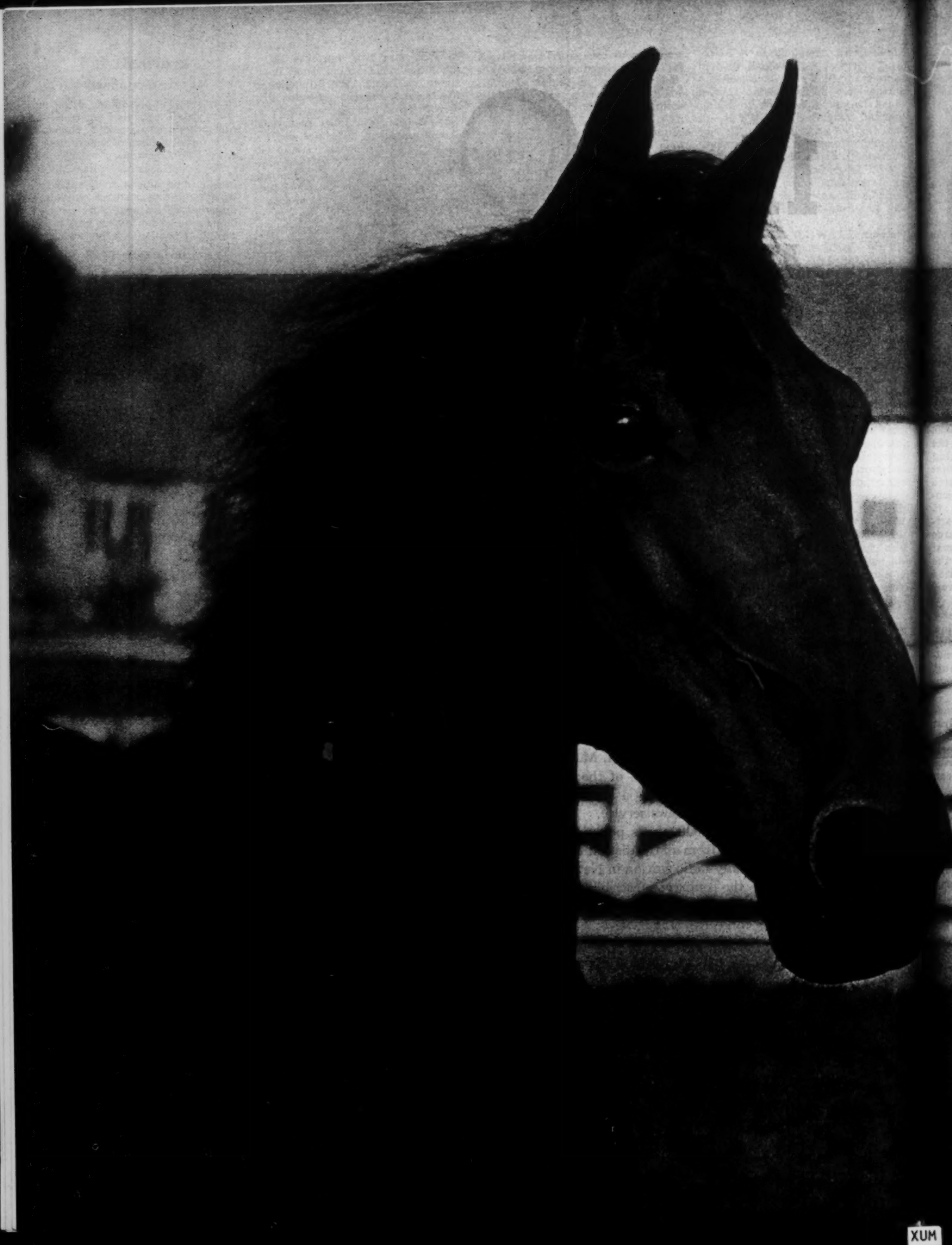
DIRECT ROUTE TO SALES IN

Southern New England

The Travelers Broadcasting Service Corporation

Affiliated with NBC
and New England Regional Network

Represented by WEED & COMPANY,
New York, Boston, Chicago,
Detroit, San Francisco and Hollywood



XUM

HE'S A WINNER!..

When skillfully directed and stripped for action

Every ounce of him is devoted to one job—to win. He pulls no carts, carries no extra trappings.

No premiums or extras are offered by this company for its services to radio stations. We make no side line profits.

We believe that *all* of our resources and *all* of our energies should be directed toward the one job of selling radio advertising for the stations we represent—and doing that job superlatively well.

PAUL H. RAYMER COMPANY

PAUL H. RAYMER COMPANY • RADIO ADVERTISING
NEW YORK • DETROIT • CHICAGO • LOS ANGELES • SAN FRANCISCO

Editorial

That's Public Service

EVER SINCE defense and war operations began, most stations and the networks have been using a credit line on programs contributed for the national welfare, labeling them "public service" features—presented in cooperation with this Government agency or that.

The FCC, in its evaluation of program service by stations—a function of doubtful propriety it has assumed—calls all commercially-sponsored programs *commercial*. Only certain sustaining features are classified in the public service category. There are countless instances of sponsored public service programs.

We would like to see stations adopt a new credit line on sponsored programs which are in the public service category—market reports, weather, news, forums, perhaps symphonies.

Let the station say: "This program is (has been) presented as a *public service* by the Local Electric Co."

That's public service.

Mission to Europe

WITHIN A week 10 "top level" broadcasters leave for an inspection of radio in Europe, under Army auspices. Heading the delegation will be Justice Justin Miller, President-designate of the NAB, and J. Leonard Reinsch, practical broadcaster and radio advisor to President Truman. On the roster also are representatives of each class of station and of each of the networks.

Both the White House and General Eisenhower's headquarters feel the inspection is desirable, particularly since no group of broadcasters representing management has been to either war area. Newspaper publishers, magazine editors and motion picture executives already have made inspections. General MacArthur personally has invited a companion group of broadcasters to the Pacific following the ETO mission.

The ETO inspection can and likely will prove fruitful. There's been lots of talk, pro and con, about the efficiency of the European system of government radio as compared with our own. We have heard how Europeans—mostly Britons—listen over the shoulders of our troops to our radio fare, and how well it is liked. We have heard about plans for the building of numerous commercial stations, on the U. S. pattern, at strategic locations to bombard English speaking portions of Europe with our programs.

But all this has come second hand. Now broadcasters who are interested in all phases of radio—not merely programs or documentaries or news broadcasts—can see and learn for themselves. They will spot the good points and the bad. They will get the "feel" on the ground.

There's another aspect perhaps more important. Radio doesn't stand still in our nation. Program standards or tastes of today may not fit tomorrow. The new America will be the World War II veterans' America. The radio group will be able to canvass the radio views of a typical cross-section of our fighting men—and women. Program policies, in our Democracy, always have been shaped to conform to preponderent public will.

The upcoming mission to the Pacific will afford an equally valuable opportunity to feel the radio pulse of the GI.

Radio owes its thanks to the Army and to the NAB for arranging this first broadcast mission to Europe.

GREAT OPPORTUNITY for team-work between broadcasters and manufacturers comes with the lifting of war-time freezes and start of FM and television selling. The station creates the market for the manufacturer. The latter is the station's circulation department. What better way to sell sets than use radio itself as the medium?

Time for Union

IRRESPECTIVE of the outcome of current consideration of new rules to govern FM operations, there's one point on which there is or should be general agreement. FM has been sold to trade and public alike. It has the momentum to carry it into general public favor.

That task was performed by a determined group of men who formed FM Broadcasters Inc. as a trade association to promote the new medium. That task now has been completed. The allocations and the proposed rules, for better or for worse, were the prime goals. These now have been or are about to be achieved.

Clear-cut proof that the FMBI has fulfilled its mission was reflected in the appearance of the NAB at the hearings on the FM rules. It took up the cudgels in an industry-wide effort to convince the FCC that the rules for FM should encourage maximum development and growth and not hobble or hamstring through artificial regulatory barriers.

We think it's time that FMBI as such, fold its operations and turn over to the NAB the function of leading and serving those present broadcasters and FM newcomers who will participate in FM operations. There is needless overlapping and duplication with two associations. Many members of FMBI—perhaps a majority—already are members of NAB.

The NAB board is meeting in Washington. We think it should extend to FMBI an invitation to join forces, perhaps establishing within NAB an FM division on technical aspects. All other FMBI operations could be absorbed in the NAB framework or in its reorganized structure to be evolved by President-designate Miller.

The FMBI board meets in Chicago Aug. 14. It is cloaked with plenary powers from its membership. It can organize into a full-fledged trade group, continue as it is, merge with NAB or dissolve. It can do what it pleases.

The logical course, and one that makes good sense, is for the NAB to extend the invitation to FMBI to absorb it and for FMBI to accept. We propose precisely that.

Those men who pioneered FMBI—Walter Damm, John Shepard, Ted Streibert, Franklin Doolittle, Phil Loucks and C. M. Jansky Jr.—should be accorded a hearty "well done" for their job in organizing and selling a project destined to broaden immeasurably radio's public service. It was no easy task to break through the heavy armour of an established art. FM was sold by FMBI the hard way.

Our Respects To —

GEORGE DAVIDGE COLEMAN

GEORGE D. COLEMAN is more than just general manager to WGBI, top rating CBS affiliate in Scranton, Pa. He is the man who put it on top, gradually building it up in the past two decades.

From an insignificant 10 watter in 1925, under George's direction WGBI grew to the point that in May 1943 Hooper's "Continuing Measurement of Radio Listening" showed that 10 CBS-sponsored daytime programs rated above 20 on the station. The programs, occupying consecutive time periods from 11:45 a.m. to 2:45 p.m. with the exception of a half-hour newscast, rated at least two or three times as high as the leading daytime national sponsored five-a-week programs shown by the Hooper ratings. By 1945, WGBI was credited with from 175 to 300% better than the average national rating.

George's talent is well-recognized in spheres other than his own station, too. His fellow broadcasters in the Third District recently elected him their NAB director. He is attending his first NAB board meeting today, Aug. 6. He also was elected president of the Pennsylvania Assn. of Broadcasters.

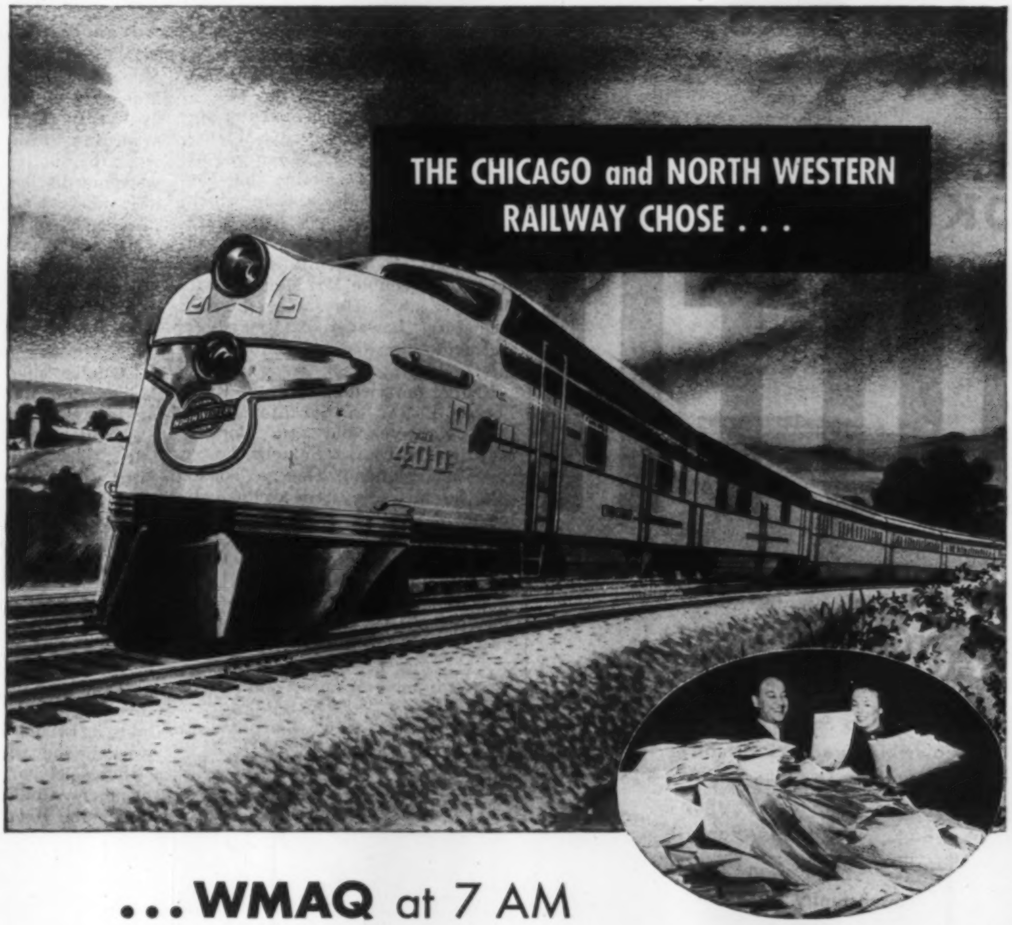
That recognition extends beyond the broadcasting industry as well. At present he is first vice-president of the Scranton Rotary Club, vice-chairman of the radio committee, American Legion, Dept. of Pennsylvania; service officer of the Joseph M. Bailey Post, American Legion in Clarks Summit, Pa.

He recently served as chairman in Lackawanna County in the special drive of the American Red Cross to recruit Army nurses and is currently acting as banquet chairman of the Northeastern Pennsylvania Assn. of Manufacturers' Representatives. He is a director of the Scranton Better Business Bureau and of the Davis-Loftus-Williams Co., wholesale grocery house.

Born in Scranton, Nov. 5, 1899, George attended local schools, graduating from Technical high school in 1918. Athletically inclined, he was one of the stars of Technical's basketball team and later played professional basketball in the Inter-County league. It still being war days, George joined the Army shortly after graduation and served until after the Armistice. He rounded out his education with a three-year night course in electrical engineering at Penn State Extension College.

The Hudson Coal Co. was George's first, and brief, employer. Next post was in the test department of the General Electric Co. in Schenectady, N. Y. While working for GE he also found time to play semi-professional baseball with one of the local teams. George re-

(*Continued on page 50*)



THE CHICAGO and NORTH WESTERN RAILWAY CHOSE . . .

. . . WMAQ at 7 AM

The "400 Hour," sponsored Mondays through Saturdays from 7-7:55 AM by the Chicago and North Western Railway Company, recently celebrated its ninth anniversary of broadcasting over WMAQ. In 1936 this great railway company wanted to reach the millions of families in the Chicagoland market to acquaint them with both the suburban and nation-wide transportation facilities afforded by the Chicago and North Western Railway System.

After a careful survey, the choice was WMAQ—the Chicago station most people listen to most. The North Western Railway sponsors Pat Gallichio who recently received 34,000 replies (see inset) as the result of a ten day listener reaction poll made by WMAQ.

WMAQ—morning, noon and night—reaches the people who listen and buy. Information concerning time availabilities furnished upon request.

FIRST in CHICAGO
WMAQ
NBC
50,000 watts
Represented by NBC SPOT SALES

1945—RADIO'S 25TH ANNIVERSARY
—PLEDGED TO VICTORY

The Chicago station most people listen to most

670 ON YOUR DIAL

TO
ADVERTISERS
WHO
ARE
LOOKING

SOUTH

Most marketing experts agree that the South is now the nation's greatest "area of opportunity." If you feel that's true in **your** industry, we suggest you consider South Carolina as a starting point.

South Carolina is easy to cover. One station—WIS at Columbia—reaches virtually the entire State, daytime. The WIS service area has 74% more radio homes than New Orleans, 185% more than Atlanta, 208% more than Birmingham.

We'd welcome an opportunity to tell you **how and why** this 5000-watt station, at 560 KC, has a stronger signal (actually delivers more microvolts) over a larger area than is possible even to many 50,000-watt stations. Drop us a line—or ask Free & Peters.

MORE RADIO
HOMES HERE
THAN IN ANY
SOUTHERN
CITY

WIS
COLUMBIA
SOUTH CAROLINA
5000 WATTS • 560 KC
G. RICHARD SHAFTO, General Manager
J. DUDLEY SAUMENIG, Sales Manager
FREE & PETERS, Inc., National Representatives

Respects

(Continued from page 48)

turned to Scranton and the Hudson Coal Co. after one year in Schenectady and served in various capacities in the electrical engineering and electrical construction departments.

In 1929, George accepted the position of manager of Frank Megargee's radio store. Mr. Megargee at that time had a sideline, he was president of a radio station which had started operations four years before. In 1932 the sideline had developed its potentialities sufficiently to enable Mr. Megargee to close his store. He salvaged from the store, however, its manager and made him general manager of the station.

George married the former Ruth Lenore LaBar of Scranton. With their eight-year-old son, Ronald, they live in Clarks Summit.

A bridge fiend, George boasts that he has a system exclusively his own. Little wonder—and little danger of its being plagiarized. He refers to it as the "Over-the-Two" system, explaining that he always bids two more than he expects to make.

WAAT Newark has been awarded a certificate of approval for its work in civilian defense activities. Presentation was made July 31 by Mayor Vincent J. Murphy and Carl K. Withers, president, Newark Adv. Club, commander and chairman respectively of Newark Defense Council.

THE LITTLE STATION WITH A MIGHTY WALLOP

Ask any Time Buyer how to get 5000 watt coverage on a 250 watt station and one answer he'll give you is — WMAM . . . the "little station with the big wallop" serving an almost exclusive audience of over 500,000 people in Northeastern Wisconsin and Upper Michigan . . . Write promptly.

WMAM
Marinette • Wisconsin
BRANCH STUDIOS IN STURGEON BAY • WIS.
IRON MT. • MICH.
JOSEPH MACKIN, Mgr.
Nat'l Representatives: Howard A. Wilson Co.
Chicago, New York, San Francisco, Hollywood

Marks Signs New Contract With BMI

New Pact Asks Nonreturnable Advances as Guarantees

CONTRACT between Broadcast Music Inc. and Edward B. Marks Music Corp., has been renewed for five years, effective Jan. 1, 1946, according to an announcement last week by both companies. Terms were not disclosed, but were said to be "substantially similar to those previously in effect", which gave BMI performing rights in the Marks catalogs for $1,000,000 for the five-year period.

In place of the flat-fee annual payment basis of the original contract the new pact calls for nonreturnable advances to be paid to Marks as minimum guarantees against BMI's standard method of payment based on logs of performances. That is, if the log shows that Marks is entitled to more than the advance he will be paid the overage, but if his tunes fail to earn as much as the advance he does not rebate to BMI.

Recent decision in the court case of BMI and Marks against ASCAP makes works produced by ASCAP members in collaboration with non-ASCAP members available for licensing through BMI. Before the decision BMI and Marks had refrained from licensing any work in the Marks catalog written either solely or in part by ASCAP members. Change "makes available under the BMI performing license thousands of additional Marks copyrights, many of which are vitally important," the announcement said. In addition, the English versions of many of the Marks Latin-American and other foreign compositions may now also be cleared by BMI.

New WNEL Studio

CONSTRUCTION was to be completed last week on new audience participation studio of WNEL San Juan, P. R. Facilities will be used for local musical and quiz shows in additions to originations for NBC domestic and international networks.

First on New York's Dial...570 •
WMCA
• America's Leading Independent Station

FILMS
SODAS
DRUGS
CIGARS
CANDY
MEATS
QUALIT
DRUGS
DRUGS
CHEONETTE ☆ G-E AIR CONDITIONED ☆
VT.
N.H.
N.Y.
MASS.
CONN.
R.I.
WGY Gives You the Hudson Circle
NBC

This is Mr. Walker...

One of the 1797 Druggists in the WGY COMMUNITY*

MR. WALKER runs the corner drug store—or one in the neighboring city—or possibly one of those large chain drug stores where you can buy everything from a cake of soap to an alarm clock. But no matter how large or how small his store may be, he is one of the 1797 druggists in central and eastern New York or western New England, served by WGY—the WGY COMMUNITY.*

In this, one of America's choicest markets, Mr. Walker and his fellow druggists sell over $44,542,000 worth of products annually, to the 1,045,717 housewives and their families—products they hear about over WGY

And WGY is the ONLY medium which combines this valuable market into ONE coverage area.

**WGY's primary and secondary areas contain 18 cities of over 25,000 population, 39 over 10,000 and 40 incorporated towns and villages of over 5000.*

WGY 50,000 watts—NBC—23 years of service

GENERAL ELECTRIC
WGY-236

SCHENECTADY, N. Y.

REPRESENTED NATIONALLY BY NBC SPOT SALES

MANAGEMENT

MAJ. ROBERT R. TINCHER, on leave as manager of WNAX Yankton, S. D., radio intelligence officer with Gen. Hodges' First Army from D-Day to V-E Day, now stationed at Frankfort on Main, has been recommended for the Legion of Merit. In the Army for four years and overseas for 20 months, Maj. Tincher has been in five major campaigns.

DON S. ELIAS, vice-president and managing director of WWNC Asheville and executive head of the Asheville Citizen News, has been appointed to membership on the North Carolina Medical Care Commission, created by current legislature. The appointment by Gov. Cherry is for three years. Mr. Elias also is newly-named chairman of the NAB Legislative Committee.

ROBERT O. REYNOLDS, manager of KMPC Hollywood, has been appointed southern section radio division chairman of California War Chest Inc.

CAPT. FRANK U. FLETCHER, Army Ordnance Dept., San Francisco, and former Washington radio attorney, has been released from active duty upon request of Alien Property Custodian. He returns to his civilian post as attorney, Alien Property Custodian, Washington.

JOHN HUNT, former regional sales manager of CKWX Vancouver, has been named manager of CKMO Vancouver. The CKWX vacancy is filled by **STUART MacKAY,** program manager, who in turn is succeeded by **LAURIE IRVING.**

BARNEY OGLE, production manager of KGNC Amarillo, Tex., has been appointed assistant to **ARCHIE TAYLOR,** manager of KRGV Weslaco. **AUBREY JACKSON,** KGNC sales manager, has been promoted to assistant manager of that Taylor-Howe-Snowden Station. He will continue sales activities and also take over supervision of production department, to be assisted by **LARRY SAMUELS,** in charge of special events and acting chief announcer.

JACK MERIDAN, program manager of WSTV Steubenville, O., assumes duties of assistant manager.

C. L. MENSER, vice-president in charge of programs, NBC, and **FRANK ZUZULO,** trade news editor of Mutual, tied for low net score July 31 at the annual King Features-INS-INP golf tournament at Westchester Country Club at Rye, N. Y.

MICHAEL BARKWAY, recently appointed BBC representative in Canada, replacing **S. J. de LOTBINIERE,** is making a complete tour of western Canadian stations and is to attend the Western Assn. of Broadcasters convention at Calgary Aug. 6-7.

FRANK A. SEITZ, managing director of WFAS White Plains, N. Y., has received an award in local victory gardening for "best season-long timing".

GENE TIBBETT, manager of WELO Tupelo, Miss., is father of a boy.

LT. BARNEY LAVIN, Marine Corps, on leave as manager of WDAY Fargo, N. D., has been transferred from a Florida base to Fort Worth, Tex.

TWENTIETH CENTURY-FOX Film Corp., Hollywood, producer of "Wilson", last Thursday sponsored on NBC 10:30-11 p.m. a tribute to Woodrow Wilson with Walter Winchell as m.c. and featuring Hollywood personalities.

COMMERCIAL

JOHN GORDON CAMPBELL, one time in charge of eastern sales for KFRC San Francisco, has joined KSFO San Francisco as account executive. For two years he was also sales promotion manager of NBC San Francisco.

HAROLD LINDLEY, former account executive of Beaumont & Hohman, San Francisco, has been appointed manager of the newly established Los Angeles office of Headley-Reed Co., national station representative, at 210 W. 7th St Telephone is Vandike 1725.

WALKER & MINTON, publisher and station representative, has opened San Francisco offices at 68 Post St. **ELI C. MINTON,** headquartered in firm's Los Angeles offices at 403 West 8th St., has shifted to San Francisco as manager of northern California branch. **ROBERT W. WALKER,** who recently resumed active association with the firm after overseas service, is Los Angeles manager. **JOHN A. NELSON** [BROADCASTING, July 30] is in charge of radio stations' division.

PAUL MULVIHILL has joined the sales staff of CKGB Timmins.

VICTOR SAVAGE, Toronto newspaperman, joins the sales staff of CJKL Kirkland Lake.

KGHI Little Rock, Ark., has named The Walker Co., New York, as national sales representative.

ROBERT BROCKMAN, formerly with KXOK and WIL St. Louis, has joined the New York office of William G. Rambeau Co., Chicago.

JOSEPH DAVIS, new to radio, has joined WCNC Elizabeth City, N. C., as sales representative.

KJBS San Francisco has appointed Headley-Reed Co. as national advertising representative effective Aug. 1.

TRANSCRIBED series "Victory Is Our Business", sponsored by General Motors on 23 stations, begins fourth year of broadcast Aug. 6. Series tells stories of General Motors folks in the war, on the fighting and production fronts. Aug. 6 marks the 156th program on which more than 3,000 GM employees have appeared.

PACIFIC COAST Adv., San Francisco, has been appointed advertising and public relations counsel for Associated Broadcasters, and Universal Broadcasting Co., regional net. Associated operates KSFO San Francisco and shortwave stations KWID KWIX.

WMPS Memphis three weekly "Orchid to You" program has awarded 100th orchid to women making outstanding war and community contributions. Sponsored by Bry's Dept. Store, program also tenders luncheon to each group of 50 women selected.

CBS has signed minimum two-year contract on continuous basis with Nielsen Radio Index, Chicago. Same form of contract is now being arranged with NBC.

★

Put a Red Point on
Your Sales Map for
Wichita's Stockyards
— 1944 Sales of
$60,000,000.

It's safe to Gamble on this Stock market

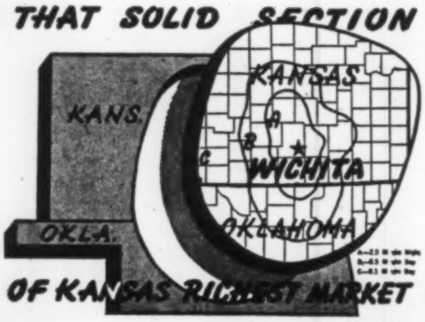
With better than $60,000,000 in cattle sales a year (more than half of it to Wichita's 6 big packing houses) Wichita's livestock market is a sure bet for the future of Kansas' Richest Market. Wichita is not ashamed of being one of the largest "cowtowns" in the United States because year-in and year-out those cattle sales mean solid buying power for the 250,000 people who live in that *solid KFH section.*

The price and quantity of beef is big news every day in the Wichita area and an important part of the up-to-the-minute livestock and farm reports on KFH. So, it's a good steer to reach Kansas' Richest Market through that *selling station,* KFH.

KFH
WICHITA

WICHITA IS A HOOPERATED CITY

•



CBS • 5000 WATTS DAY AND NIGHT • CALL ANY PETRY OFFICE

MBS KATZ

27
FOOD AND DRUG
ADVERTISERS
ARE NOW SPONSORING
PROGRAMS on WOL
to sell the Washington market
... 5th in DRUG STORE sales
... 7th in FOOD STORE sales
of all U. S. cities *

*Sales Management 1945 Survey of Buying Power

A Cowles Station
WOL
"THE VOICE OF WASHINGTON"

XUM

IT'S THE STATION THAT MADE ME A HOME OWNER

When it seemed to us
that Uncle Sam's
G. I. home loan idea
needed to be put
into one syllable words,
we planned carefully
a series of programs
conducted by loan experts,
coached by radio experts.
It is this sort
of helpful service
that has made fast friends
for the Friendly Station,
and belief in the things
we say and sell.

CLEVELAND'S

WGAR

THE FRIENDLY STATION

FREE
SPEECH
"MIKE"

GI
BILL
OF
RIGHTS

RADIO'S XXV
ANNIVERSARY

PRODUCTION

JACK STECK, public relations and special events director of WFIL Philadelphia for three years, has been promoted to program director. He succeeds **EDWARD C. OBRIST**, now assistant general manager of WPEN Philadelphia.

BEN FEINER, general program assistant, has been named assistant program director of WCBW New York, CBS video station.

LESTER L. FARBER has been added to writing staff of CBS-KNX Los Angeles. Released from the Army, Mr. Farber is former production director of Arizona Broadcasting Co.

ROGER PATRICK, former announcer of WGN Chicago, has joined KGFJ Los Angeles.

BILL FROST, announcer of KSRO Santa Rosa, Cal., has shifted to KYA San Francisco.

LEROY GRANDEY, producer of KGO San Francisco, has shifted to KQW San Jose.

JERRY KOWAL, formerly with WHNC Henderson, N. C., is new program director of WCNC Elizabeth City, N. C. **JIMMY TURNER** joins WCNC as announcer from WGBR Goldsboro, N. C.

ROBERT A. STROSHINE has been appointed chief announcer of WSPA Springfield, Mass. New announcers are **ROSS EDWARDS**, from WAIR Winston-Salem, N. C., and **LOUIS BEAUREGARD.**

ADELE SABER, formerly with WCOP Boston, has joined WSPR Springfield, Mass., as women's commentator.

GEORGE P. WILSON, formerly with WBIG Greensboro, N. C., and **DUDLEY McCASKILL**, from WMGA Moultrie, Ga., to announcing staff of WSB Atlanta.

ROBERT NEAL HOBGOOD, production and promotion director of WMPS Memphis, reports for induction into armed forces Aug. 16.

DON SHELDON, ex-serviceman formerly with KEYS WROK WCLS, is new announcer with WSOY Decatur, Ill.

MAXWELL SHANE, for two years writer on the CBS "Big Town" series, has been assigned writer-producer of film version to be produced by Pine-Thomas Productions, Hollywood independent unit releasing through Paramount Pictures Inc.

VON URBANSKI, engineer of KHJ Hollywood and former freelance musical director on various network programs, has joined NBC Hollywood as producer. He succeeds **JOHN ZOLLER** who resigned to join BBDO Hollywood as producer of NBC "Cavalcade of America".

SIDNEY BREESE, former NBC Chicago actor, has joined WBBM Chicago production staff.

STANLEY VAINRIB, member of the program division of NBC-WTAM Cleveland, has resigned to return to Chicago to freelance.

GEORGE WILSON, chief announcer of WSTV Steubenville, O., has been named assistant program manager.

IDELLA GRINDLAY, resigned from the War Dept. where she was traffic manager of "The Army Hour" [BROADCASTING, July 2], has joined Mutual as assistant to **BOB NOVAK**, director of talent and program development. Before joining War Dept. in 1942, Miss Grindlay had been with NBC since 1929.

FORD WARNER, announcer at KDON Monterey, Cal., is father of a boy. Mrs. Warner is former organist at CKWX Vancouver.

NBC Cooperating With NY Board of Education

COLLABORATION of the New York City Board of Education and the television department of NBC in the adaptation of television to classroom education was announced by John F. Royal, NBC vice-president in charge of television, and John E. Wade, superintendent of schools.

Experimentation will start during the fall school semester when students and teachers will view the type of television program most suitable for educational purposes. First programs will be with the science of television itself.

MARTIN BLOCK, conductor of "Make-Believe Ballroom" record program on WNEW New York, has written lyrics for "Waitin' for the Train", to be published by Martin Block Pub. Co., New York.

CAPT. BOB KESTEN, former program director of CKWS Kingston, is now in Germany with the Canadian Army, in charge of an army broadcasting unit.

DON NAIRN, announcer of CHEX Peterborough, has married Jean Ometuck of Regina.

LARAYNE (Skippy) PYLE, production assistant to **AL KAYE**, West Coast manager of Benton & Bowles, Hollywood, resigns Aug. 15 to become aid to **RALPH EDWARDS**, m.c. and producer of NBC "Truth or Consequences" program.

HARRY PATTERSON, announcer and director of public service features for KMPC Hollywood, has been named station production manager.

BARBARA RAMSELL, writer and hostess of WLW Cincinnati "Home Forum" program, has been appointed assistant to **KATHERINE FOX**, director of war activities and public service at WLW.

CLINT STANLEY, American Chicago production supervisor, is on two-month leave of absence because of poor health.

MELVIN SHAW, former freelance in California, has joined NBC central division as continuity writer, filling vacancy created by promotion of **ROBERT CARMAN** to assistant continuity editor.

JUNE MERRILL, director of women's programs of WJJD Chicago, is featured in series of movie short subjects, the "Woman Speaks", produced by Film Studios of Chicago.

SIMULTANEOUSLY with the appearance of an article on the subject of the returned serviceman who has been reporting "missing in action", published in the Aug. 25 issue of Liberty Magazine, it's author Jacques W. Bacal will appear on Adelaide Hawley's program Aug. 14, 9:30 a.m., on WEAF New York, reporting the legal problems that arise for servicemen under those conditions.

FREEMAN GOSDEN and Charles Correll (Amos 'n' Andy) have returned from six-week entertainment tour of European Army camps and hospitals and are preparing for fall resumption of weekly NBC program.

How to make PRESTIGE Produce PROFITS . . .

Use WTAR Popularity to prove Product, Package, Plans in the No. 1 Test Market*

Here's How WTAR Hooperates in NORFOLK*

(Hooper Continuing Measurement of Radio Listening: Fall-Winter, '44-'45)

		WTAR	Sta. "b"	Sta. "c"	Sta. "d"
MORNING INDEX	Mon. thru Fri., 8 a.m.-12 n.	50.3%	28.4%	12.8%	6.1%
AFTERNOON INDEX	Mon. thru Fri., 12 n.-6 p.m.	60.9%	15.1%	15.3%	7.5%
EVENING INDEX	Sun. thru Sat., 6 p.m.-10 p.m.	63.6%	11.6%	14.9%	8.0%
SUNDAY AFT'NOON	12 noon-6 p.m.	54.3%	21.8%	14.3%	7.2%

AS TO RATINGS:

DAYTIME—37 of WTAR'S 40 quarter-hours have ratings of more than 6.0 . . . more than half of them have ratings OVER 9.0

. . . of 22 local quarter-hour periods on WTAR (8 a.m. to 7 p.m.) over 40% have ratings of more than 9.0

. . . for 70% of the quarter-hour periods WTAR has a higher rating than all other stations COMBINED

EVENING—For 50 of the 56 half-hour periods WTAR has a higher rating than all others COMBINED

More than half of WTAR's evening half-hour periods have ratings of more than 20.0 . . . and up to 42.7

*NORFOLK METROPOLITAN MARKET: one of the nation's great industrial-port areas and a very desirable package of durable prosperity . . . made up of 3 adjoining cities—Norfolk, Portsmouth, Newport News, Va.—650,000 people who buy as a metropolitan unit . . . ample for profitable sales volume, sized right to cover economically, and thoroughly, with the one dominant station, WTAR . . . easily accessible to supply and check.

We would like to tell you more about it —

WTAR

NBC NETWORK 5000 Watts Day and Night

National Representatives: Edward Petry & Co.

NORFOLK, VIRGINIA

WLW

700 ON YOUR DIAL

THE NATION'S MOST MERCHANDISE-ABLE STATION

Yes!

You can get these stars for *your* advertisers!

JIMMIE DAVIS
Sagebrush Serenade
156 pgms . . . 15 min.

ERNEST TUBB
Sagebrush Serenade
156 pgms . . . 15 min.

HAMILTON QUARTET
Songs of Praise
156 pgms . . . 15 min.

ART BAKER
Footprints on the Sands of Time
104 pgms . . . 5 min.

JAM SESSION
156 pgms . . . 15 min.

XAVIER CUGAT
Casa Cugat
156 pgms . . . 15 min.

IREENE WICKER
The Singing Lady
52 pgms . . . 15 min.

MAUREEN O'SULLIVAN
Once Upon a Time
26 pgms . . . 5 min.

COTTONSEED CLARK
Rhythm Range
26 pgms . . . 15 min.

FRANK GRAHAM
Fireside Tales
26 pgms . . . 5 min.

ETHEL SMITH
Tropicana
156 pgms . . . 15 min.

LOUIS JORDAN
Here Comes Louis Jordan
156 pgms . . . 15 min.

THE JESTERS
Golden Bantam Revue
156 pgms . . . 15 min.

YES, INDEED! These great stars and many others are all yours in smoothly-written, smoothly-styled radio shows. World Features bring you big names in big-time productions . . . top-flight radio entertainment planned by experts. Yet World Features are priced low enough to fit even the most modest budget.

If you are an advertiser, ask your local station to audition the shows for you, or write direct to World Broadcasting System, Inc., 711 Fifth Avenue, New York 22, N. Y.

WORLD FEATURES

WORLD BROADCASTING SYSTEM, INC.
A subsidiary of Decca Records, Inc.

NEW YORK • CHICAGO WBS HOLLYWOOD • WASHINGTON

THE GUITAR

... it's an old Spanish custom

Although the guitar was actually a Moorish innovation, it has been popular in Spain for so many years that it is usually considered a Spanish instrument. One painting dating back to 1188 depicts an early form of the "Spanish" guitar.

By the 17th Century, the guitar had four double strings, and resembled the modern guitar except for its less pronounced "waist."

The lute's loss was the guitar's gain

The once fashionable lute was replaced in popularity by the harpsichord late in the 17th Century, creating a need for another easily-played, portable instrument—a need quickly filled by the guitar. By this time, the Spanish guitar had migrated to Italy, from whence it was introduced into England and France. The lavishly decorated and painted instrument of this period was a far cry from the guitar seen in Spain 500 years earlier.

Accompaniment for the hula

The Spanish guitar has been made in the United States for over 100 years, but the type of instrument with which we are most familiar is the Hawaiian guitar. Portuguese sailors carried the guitar to Hawaii during the last century, where the double strings were replaced by six single strings, and the custom of playing it with a pick was adopted.

During recent years, since the advent of electrical amplification, it has become a popular practice to connect an electrical pick-up to the guitar and use the amplifier to supply volume rather than depend upon the natural resonance of the sound chamber. Such an arrangement is commonly called the electric guitar.

The music of the guitar, especially the sustained notes, calls for the utmost fidelity in recording. And the most faithful recordings today are:
VERTICAL CUT RECORDINGS!

Electrical Research Products Division
OF
Western Electric Company
INCORPORATED
233 BROADWAY, NEW YORK 7, N. Y.

SPONSORS

SOIL-OFF Mfg. Co., Glendale, Cal. (paint cleaner), Aug. 6 starts thrice-weekly quarter-hour newscast on WOAI San Antonio,. Firm has also started daily participation in "Homemaker's Treasure Chest" on WKRC Cincinnati and "Shopping Hi-Lights" on KFVD Los Angeles. Contracts are for 52 weeks. Covering more than 16 major markets nationally, Soil-Off maintains heavy spot schedule using thrice-weekly news on Z-Bar Network (KGIR KPFA KRBM), KOA Denver, KROD El Paso, KFPY Spokane, with five per week on KFBB Great Falls and KUTA Salt Lake City. Participation is sponsored in "Housewives Protective League" on WBBM Chicago, KMOX St. Louis and WJZ New York. Soil-Off sponsors Truman Bradley-News on 13 CBS western stations thrice-weekly and in addition uses announcement schedule on KOA KFXJ KGHL KGVO KOB. With availabilities other stations will be added to list. Sponsor plans to use newscasts and participations as well as announcements. Agency is Ruthrauff & Ryan, Hollywood.

SCHWABACHER-FREY Co., Los Angeles (stationers), Aug. 19 starts weekly station break announcement on KNX Hollywood for 52 weeks. W. Austin Campbell Agency, Los Angeles, has account.

GENERAL FOODS Corp., New York (Post's Raisin Bran), in late July started thrice-weekly announcement schedule on KHJ Hollywood. Contract for 10 weeks placed thru Benton & Bowles, New York.

FIRESTONE STORES, Los Angeles, Aug. 1 started nightly three-hour "Newsical Time" on KFVD Los Angeles. Contract is for 26 weeks. Agency is The Mayers Co., Los Angeles.

HUNT FOODS Inc., Hayward, Cal. (canned and frozen food products), on Sept. 10 starts five-weekly afternoon audience participation "What's Doing Ladies?" on 14 American Pacific Coast and Rocky Mountain area stations, Mon. thru Fri. 2-2:25 p.m. (PWT). Package is owned by American and includes Perry Ward as m.c. Contract is for 52 weeks, with deal involving some $200,000. With start of daily program, Hunt Foods discontinues weekly "I Was There" on 12 CBS Pacific stations. Expanding into new fields concern recently changed name from Hunt Bros. Packing Co. and has acquired Rocky Mountain Packing Corp. which operates four large plants in Utah. Young & Rubicam, San Francisco, handles advertising and promotion for account.

RUSAN WOMEN'S CLOTHING, Spokane, started sponsorship July 30 of transcribed "A Date With Music" on KHQ Spokane for 52 weeks.

SARDIK FOOD PRODUCTS Corp., New York, for new product, Sardik Tomato Mix, has bought five times weekly participations in the Mary Margaret McBride program on WEAF New York. Effective July 30, contract is for 52 weeks. Charles W. Hoyt Co., New York, agency for Sardik, says company is testing station breaks on WHYN Holyoke and WBRK Pittsfield, Mass., as well as WEAF. Expansion in radio is planned in about six months.

ST. AUGUSTINE GAS Co., St. Augustine, Fla., new to radio, has signed 52 week contract with WFOY St. Augustine for Monday thru Saturday quarter-hour "St. Augustine Newsreel", local news program.

R. E. TYRIVER has been appointed eastern regional sales manager of the Pepsodent division of Lever Bros. Co., Chicago.

KAY Preparations Inc. sponsors Musical Beauty Box Sunday mornings on WOR. First of new programs featured Shirley Cook, beauty editor of "Real Story", "Movieland" and "Real Romance" magazines, as guest. Similar glamour guest is invited each week. Miss Cook is shown with Ed Pearson, platter spinner and announcer. Agency is Irving Rosen Adv.

PEERLESS DENTISTS, Yakima, Wash., now sponsors weekly half-hour "The Peerless Jamboree" on KTYW Yakima.

BATAVIA METAL PRODUCTS, Batavia, Ill., starts sponsorship August 6 of transcribed "Fact and Fancy" with John Harrington over WLS Chicago, 6:15-6:30 a.m. Tuesday-Thursday-Saturday and 7:15-7:30 p.m. Monday-Tuesday-Wednesday. Contract for 13 weeks placed thru Evans Radio Adv., Chicago.

NEW SPONSORS and business for transcribed programs prepared by Frederic W. Ziv Co., Cincinnati, include: "Korn Kobblers"—John Hauenstein Brewing Co., three weekly for 52 weeks on KYSM Mankato, Minn.; Grove Labs., St. Louis, thru Russel M. Seeds Co., Chicago, three weekly for 32 weeks on KPRC Houston, six weekly for 38 weeks on WSM Nashville, three weekly for 26 weeks effective Sept. 10 on KOA Denver, five weekly for 26 weeks effective Sept. 10 on WJR Detroit; Streitman

(*Continued on page 58*)

IT WON'T BE LONG NOW!

Nobody doubts the eventual defeat of Japan. The only question is WHEN.

In many an American town where war-work is now almost the only industry, PEACE will first mean reconversion.

But Roanoke's prosperity is more soundly based! After V-J Day, our three big industries—railroading, rayon manufacture, steel production—will immediately begin serving long-waiting CIVILIAN customers.

Shouldn't you be getting acquainted NOW with these people of Southwest Virginia, whose post-war security is assured? Only one station—WDBJ—satisfactorily covers all their 118,921 daytime listening homes! We'd like to tell you more; or ask Free & Peters!

CBS • 5000 WATTS • 960 KC

Owned and Operated by the
TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

WDBJ
ROANOKE VA.

DR.SMITH
Specialist
EAR-NOSE
& THROAT

You feel more secure

WHEN YOU RELY

ON A SPECIALIST!

. . . and We Specialize Exclusively in Radio Transmitting Equipment

When you address an inquiry or a comment to GATES, you're sure to reach a man who *knows* Radio Transmitting Equipment—because there's no other kind here! Our business is devoted *exclusively* to the manufacture and sale of Transmitting Equipment. As a result, there are no diversions or interruptions to pull us off our objective—the building of better and better products for your needs!

You get sounder advice from a doctor who specializes in your ailment. You'll get better service from GATES—specializing in your requirements.

For Transmitting Equipment that's good looking, dependable, rely on GATES.

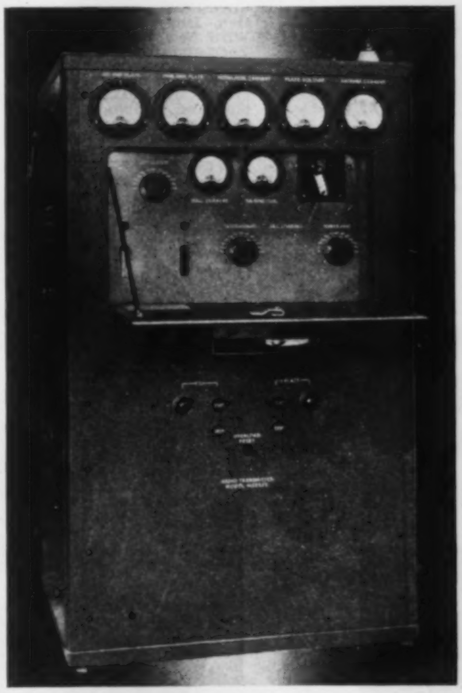
Write or call for details about the GATES Priority System for Prompt Post-War Deliveries. GATES RADIO CO., Quincy, Ill.

GATES RADIO CO.

PROGRESS REPORT

Wartime limitations prohibit the sale of new broadcasting equipment without priority. Hence the above equipment is presented only to familiarize you with another new GATES development.

GATES RADIO CO. QUINCY, ILLINOIS



The New GATES Communications Transmitter

FOR MILITARY • AERONAUTICAL • POINT TO POINT EMERGENCY • COASTAL HARBOR • RELAY BROADCAST FORESTRY • OTHER SERVICES

All of the features you are looking for are combined in this transmitter. You will find that it possesses Engineering, Reliability, Simplicity, Efficiency, and Serviceability—plus maximum Compactness. The tuning is preset at the factory, but quick, easy changes of operating frequency are possible. The Transmitter has complete metering and protective circuits, and features rapid frequency changes.

WRITE TODAY FOR DETAILED BULLETIN

EXCLUSIVE MANUFACTURERS OF RADIO TRANSMITTING EQUIPMENT SINCE 1922

Covering North Carolina's No. 1 Market

. . . Winston-Salem

. . . Greensboro

. . . High Point

WSJS

WINSTON-SALEM

NBC

5000 Watts

600 on the Dial

★

Represented by

HEADLEY - REED COMPANY

SPONSORS

(*Continued from page 56*)

Biscuit Co., Cincinnati, thru Bert Johnston Agency, Cincinnati, once weekly for 26 weeks on WIS WBIG WSJS WGAC WMFD WSPA WTMA WLVA WPAY. "Songs of Good Cheer"—Youngstown (O.) Klivans Jewelry Co., thru Dudley Hawkins Adv., Youngstown, 52 episodes; Fausett & Co., Little Rock, Ark. (realtors), once weekly for 26 weeks on KARK Little Rock; Theo. Hamm Brewing Co., thru Mitchell-Faust Adv., Chicago, four weekly for 22 weeks on KFYR Bismark, N. D.; A-Quality Laundry Co., Charleston, S. C., three weekly for 104 episodes on WTMA Charleston; Acme Brewing Co., thru Brisacher Van Norden & Staff, Los Angeles, once weekly for 26 weeks on KGGM Albuquerque, N. M., and KERN Bakersfield, Cal. "Washington, Views and Interviews"—Olmsted County Bank & Trust Co., Rochester, Minn., once weekly for 52 weeks on KROC Rochester, Minn.; Whalings Inc., thru Howard D. Steere Agency, Detroit, once weekly for 52 weeks on CKLW Windsor-Detroit.

LOS ANGELES NUT HOUSE, Los Angeles (peanut butter, potato chips), July 20 started for 13 weeks using five-weekly participation in "Art Baker's Notebook" on KFI Los Angeles, thru Brisacher, Van Norden & Staff, Los Angeles.

BEKINS VAN & STORAGE Co., Los Angeles, adding to Pacific Coast schedule on Aug. 16 starts using twice-weekly station break announcements on KNX Hollywood. Contract for 52 weeks placed thru Brooks Adv. Agency, Los Angeles.

COOPERATIVE Grange League Federation, Ithaca, N. Y., Aug. 1 started on WHN New York and several other New York state outlets a quarter-hour five-weekly noon broadcast of specialized news. Made up of commentary on world events by Leo Hamrick, weather report and commodity market summary, program originates from Ithaca with pickups from Albany and Washington. Stations now used carry the program via special lines. Others will be added later, it is understood, with plan to cover New York, New Jersey, Connecticut and Pennsylvania. Contract was placed thru Agricultural Adv. & Research, Ithaca.

COMPLETION of arrangements for Chef Boy-ar-dee Quality Foods sponsorship of "Give and Take" on CBS brought together these executives. Standing (l to r) John J. Karol, CBS sales mgr.; Gordon Best, pres., McJunkin Adv. representing the sponsor; C. A. Colombi, exec. v-p sponsor; seated, Paul Boiardi, v-p, sponsor; Moe Weiner, v-p in charge of sales for the sponsor, and John Reed King, m.c.

BILL WOOD Motor Co., Oakland, Cal., Ford dealer, with production of new cars has started extensive radio and newspaper campaign thru Ad Fried Adv., Oakland. Hersh Coast Millinery Stores (California chain), thru Ad Fried has signed for 52 week sponsorship on KLX Oakland of "Real Romances", Kasper-Gordon production. Swan's Tenth St. Market, Oakland, has named Ad Fried to handle radio advertising. Paramount Pest Control Service, increasing schedule, has signed for participation in Ann Holden program on KGO San Francisco, thru Ad Fried Adv.

PROGRESSIVE OPTICAL Co., Fresno, Cal. (eye-glasses), on Aug. 5 started weekly half-hour transcribed program "Pages from Life" on seven California stations. List includes KMJ KFBK KWG KERN KSFO KYA KFXM. Contracts are for 26 weeks. Other stations are to be added. Interspersed with music by Manny Strand, organist-pianist, and the Tailor Maids, vocal trio, programs feature Art Baker in human interest stories. **HAL W. WILSON,** formerly manager of KPRO Riverside, and now advertising manager of Progressive Optical Co., produces series. Account placed direct. Firm also uses daily schedule of transcribed announcements on 11 California stations.

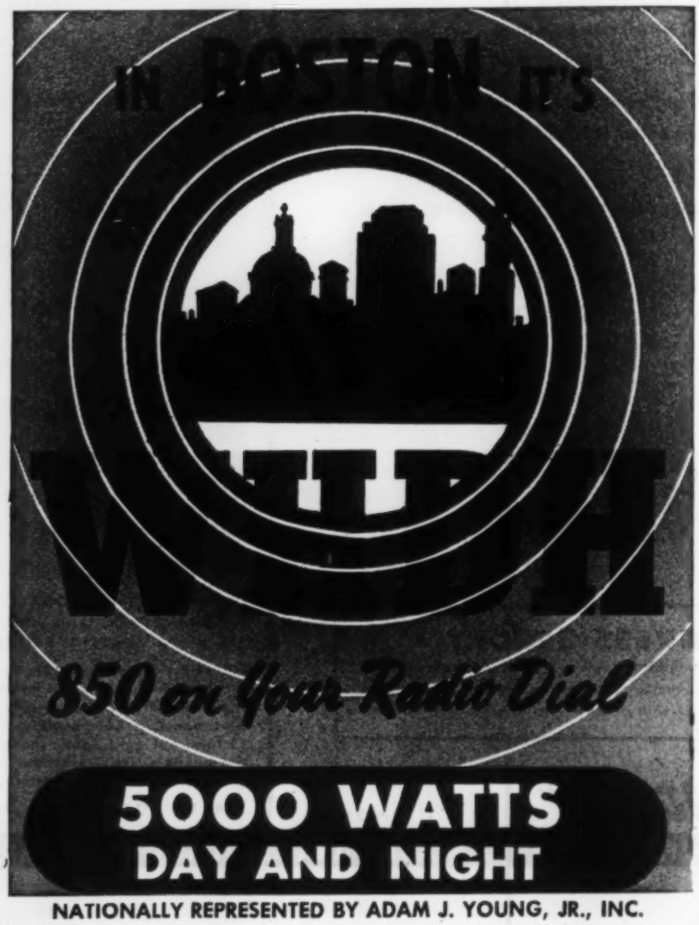
CONSOLIDATED BISCUIT Co., Chicago, begins sponsorship Aug. 21 of "Musical Clock" program with Russ Davis, 7:45-8 p.m. thrice-weekly on WBBM Chicago. Contract for 52 weeks placed by Ruthrauff & Ryan, Chicago.

HERMAN BASCH & Co., New York, to introduce fur process to Philadelphia, is sponsoring quarter-hour transcribed program weekly on KYW Philadelphia for 13 weeks. Account placed by Kelly-Nason, New York.

NATIONAL HOUSE & FARMS, New York, for proposed postwar real estate developments in New York area, is sponsoring quarter-hour portion of "Make Believe Ballroom" on WNEW New York thrice-weekly. Agency is Alvin Gardner Co., New York.

CHARLES MICHELSON production "The Shadow" returns to Mutual after summer hiatus Sept. 9 in Sunday 5:30-6 p.m. spot with three sponsors to date. Delaware, Lacawanna & Western Coal Co., New York, thru Ruthrauff & Ryan,

(*Continued on page 60*)



IN BOSTON IT'S WHDH

850 on Your Radio Dial

5000 WATTS DAY AND NIGHT

NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC.

KOIN

We Work Today for the Northwest's Limitless Tomorrow

PORTLAND, OREGON

CBS Affiliate

FREE & PETERS, Inc., Nat'l Rep.

PRODUCTION PLUS

At Detrola Radio, the pouring forth of hundreds of thousands of salable units when the starting gun booms will not be enough. The radio receivers, automatic record changers and other fine-featured products from our plants must blend service and beauty . . . express ingenuity even in details such as engineered packaging for safer transit . . . all to serve America's foremost merchants.

The distinguished Detrola record changer, better than ever, will be made for selected radio manufacturers and jobbers.

DIVISION OF **INTERNATIONAL DETROLA CORPORATION** • **Detroit 9, Michigan**

Detrola Radio

WHO SAYS INFLATION?

All day long

W-I-N-D

delivers

79%

MORE AUDIENCE PER DOLLAR

now IN 1945 than in 1943

Based on C. E. Hooper continuing Measurement of Radio Listening, February-April, 1943 and 1945.

W-I-N-D

Chicago

5000 WATTS • 560 KC

24 HOUR NEWS SERVICE

AP • INS • UP

NEW YORK REPRESENTATIVE • JOHN E. PEARSON CO.

SPONSORS

(*Continued from page 58*)

New York, will sponsor transcribed show on 31 stations; Grove Labs., St. Louis, thru Donahue & Coe, New York, on 47 stations, and Carey Salt Co., Hutchinson, Kan., thru McJunkin Adv Co., Chicago, on 74 stations.

BU-TAY PRODUCTS Inc., Los Angeles (Rain Drops, detergent), as part of national campaign on Sept. 30 starts twice-weekly participation in "Marjorie Mills Hour" on six New England Regional Network stations: WBZ WBZA WTIC WJAR WCSH WLBZ. Contract is for 52 weeks. Agency is Glasser-Gailey & Co., Los Angeles.

WILLIAMS WATERPROOFING & PAINTING Co., Los Angeles, on July 28 started using weekly five-minute newscast on KMPC Hollywood. Contract for 52 weeks placed thru Allied Adv. Agencies, Los Angeles.

EDISON BROS. STORES, St. Louis (shoes), have bought station breaks two weekly on WTAM Cleveland and four weekly on WWJ Detroit. Contracts for 52 weeks placed by United Broadcasting Co., Chicago.

SERVICE FINANCE Corp., Los Angeles (loans), July 30 increased schedule from three to five quarter-hour transcribed programs of Bing Crosby songs on KMPC Hollywood. Contract is for 30 weeks. Walter Carle Adv., Hollywood, has account.

R. L. CHACON CHEMICAL Co., South Gate, Cal. (Re-Nu lawn), Aug. 14 starts weekly quarter-hour "Mirandy's Almanac" on KFI Los Angeles. Contract is for 13 weeks. Allied Adv. Agencies, Los Angeles, has account.

HOLLANDERIZING Corp. of America, New York (fur cleaning process), Aug. 9 starts thrice-weekly participations in the Margaret Arlen 8:45-9 a.m. broadcast on WABC New York. Agency is Grey Adv., New York.

KROGER GROCERY & BAKING Co., Cincinnati, began sponsorship July 30 of two quarter-hour transcribed dramatic serials Monday thru Friday on WBBM Chicago, "Editor's Daughter" 2:30-2:45 p.m., "Linda's First Love" 2:45-3 p.m. Contract for 52 weeks placed by Ralph H. Jones Co., Cincinnati.

FITZPATRICK BROS., Chicago (soap and soap products), begins sponsorship Aug. 6 of "Clara, Lu and Em" 2:15-2:30 p.m. five-weekly on WBBM Chicago. Contract for 52 weeks placed by Russel M. Seeds Co., Chicago.

T. V. GRANT, Los Angeles (furrier), Aug. 1 started seven weekly quarter-hour transcribed musical program on KFAC Los Angeles. Firm in addition uses daily spot announcement schedule on that station. Contracts are for 26 weeks. Smith, Bull & McCreery, Hollywood, has account.

JEWEL A. BOSTICK, Los Angeles (used car dealer), July 22 started weekly 55-minute transcribed "Rhythm Roundup" on KMPC Hollywood. Contract is for 13 weeks. Agency is Smith, Bull & McCreery, Hollywood.

AGENCIES

BURTON C. GRANICHER, executive of McCann-Erickson on West Coast radio accounts, has been named head of agency's radio department and radio activities of San Francisco office. He will be assisted by **JAMES CAMPBELL**, manager of production department. **CARL OHLIGER** has relinquished supervision San Francisco office radio activities because of increase of other responsibilities. **GERALD NORTON**, for a year manager of the radio department, has resigned to resume operation of his own agency.

KENNETT W. HINKS, recently of the Office of Strategic Services, on Aug. 1 rejoined J. Walter Thompson Co., New York, as vice-president and account executive. With the agency since 1921, Mr. Hinks was vice-president in Chicago office before receiving his Navy commission in 1942. In January 1943 he was assigned to OSS.

REGINALD T. TOWNSEND, with Lennen & Mitchell, New York, for 10 years, has been elected member of the board of directors of the agency. He succeeds **ARTHUR L. LYNN**, resigned, who now is on extended leave in California. Account executive for Lehn & Fink Products Corp., Mr. Townsend is a vice-president of the agency.

Mr. Townsend

ON VACATION: HARRY ACKERMAN, vice-president of Young & Rubicam, New York, to Nantucket for a month.

STEVE MUDGE, who for several years has been handling the "Coca-Cola Spotlight Bands", broadcasts for D'Arcy Adv. Co., New York, on Aug. 1 joined the Vendo Co., Kansas City, maker of vending equipment for Coca-Cola in bottles, as head of New York sales activities.

H. A. MITCHELL, vice-president and director of McCann-Erickson, left New York Aug. 1 via Clipper to visit the agency's London and Paris offices.

TED ESTABROOK, formerly with Geyer-Cornell-Newell, New York, has joined Young & Rubicam, New York, in radio publicity department, succeeding **ELSA DORMAN**.

LARRY COMPTON, former account executive of KECA Los Angeles, has joined The Mayers Co., Los Angeles agency, in similar capacity.

MOLEY BROWN HOSKINS has been transferred from New York to Hollywood office of Young & Rubicam to write radio commercial copy for Hunt Bros. Packing Co. account.

RICHARD BERGGREN has shifted from Garfield & Guild Adv., San Francisco, to agency's Los Angeles office as copy chief.

WILLIAM LIVINGSTON, West Coast manager of Warwick & Legler, is currently in New York. He returns to Hollywood with start of fall radio season.

RALPH G. KAHN, former advertising manager of Rosenberg Bros. & Co., San Francisco (dried fruits), has opened his own agency at 582 Market St., San Francisco.

W. H. HORSLEY, president of Pacific National Agency, Seattle, has been ap-

(*Continued on page 62*)

Latest Conlan Survey Proves the 250,000 People on the Mississippi Gulf Coast . . . . .

Tune first

to **WGCM**

AFFILIATE AMERICAN BROADCASTING COMPANY

	Biloxi—Gulfport:			All
	WGCM	C.	B.	Others
Morn.	50%	15.8%	31.3%	2.9%
Aftn.	40.2%	26.1%	29.9%	3.9%
Night	35%	29.9%	32.7%	4.9%

WGCM Dominates in the Biloxi-Gulfport Markets! TWO MARKETS for the Price of ONE

To Properly Cover these Rich Markets—— WGCM IS A MUST!

** Charlie Chan Network Co-op. Now Available.*

SEARS & AYER . . . . *National Representatives*

WSLI

JACKSON MISSISSIPPI

ASKEW, MISSISSIPPI

This is a fine community in Tunica County, but we "ask-ew"—don't alert advertisers want to be on the beam? If so, then they'll concentrate on JACKSON—metropolitan center of an area whose general business in May, 1945 showed a gain of 17 per cent over May, 1944.

WSLI—the "Double-Return" station, offers you maximum coverage of this market—at less cost!

BLUE NETWORK

WEED & COMPANY

NATIONAL REPRESENTATIVES

PUBLIC NOTICE

ONLY FOUR RADIO STATIONS ARE ENTITLED TO USE THE SQUARE DEAL INSIGNIA:

A SQUARE DEAL STATION

WSYR Serving the great Syracuse and Central New York market. Since 1922, the old reliable, at the crossroads of the Empire State. Basic NBC, 5000 watts on 570 kc.

WTRY Serving Albany, Schenectady and Troy with strong clear signal. Top local and network programs. 1000 watts at 980 kc, middle of the dial.

WKNE Serving "the heart of New England," including much of Vermont and New Hampshire. CBS and smart local programs. 5000 watts full time at 1290 kc.

WELI New Haven's "Voice from the Blue" (basic) delivers this leading Connecticut market. 1000 watts (D), 500 watts (N), on 960 kc, middle of the dial.

WHAT THE SQUARE DEAL IN RADIO MEANS TO YOU

- —More than your contract calls for; more services and at fair rates public to all.
- —Interested personal attention by skilled staffs to insure success of your campaign.
- —Uniform promotion and merchandising policies in vigorous support of your program.
- —Absolute integrity and honest dealing in relations with listeners and advertisers.
- —Maximum attention to war and community programs resulting in real public influence.
- —No questionable advertising permitted, retaining full listener confidence.

NOTE: When two or more of these stations are ordered, you save money. Many more advertisers are using all, or two or three of these stations.

Look for the Square Deal when you buy

Invest in the
United States
★ Buy War Bonds ★

H.C.Wilder
President

First CHOICE OF NEWSPAPERS

The Evening Star
Times Herald
The News
The Washington Post

In 1944 WRC was the only station used by all four Washington newspapers. WRC still has the largest total appropriation.

FIRST in WASHINGTON
WRC
NBC
Represented by NBC SPOT SALES

News

GEORGE YOUNG, Army Pacific veteran and former Arizona newspaperman, has joined KGNC Amarillo, Tex., as associate news editor and newscaster.

DINTY D. DENNIS, for nine years conductor of "Dinty's Sports Dugout and Victory Parade" nightly on WGBS Miami, has been named sports editor of the station.

PRESS WIRELESS is preparing to move its Pacific Coast terminal from Los Angeles to San Francisco following receipt of FCC authorization for transfer.

E. E. ELDRIDGE, chief communications engineer of Press Wireless, has gone to San Francisco to start the project, which involves transmitting and receiving stations and control office. Entire operation is expected to take about a year.

ALEXANDER GRIFFIN, Mutual commentator, is author of "Out of Carnage" which Howell, Soskin & Co. is to publish this fall.

ROBERT HURLEIGH, director of news, WGN Chicago, is father of a girl.

TED GROVER, formerly of AP and UP New York and onetime newswriter of WINS New York, has joined American Hollywood news staff.

UPTON CLOSE, Hollywood commentator, is author of new book, "The Ladder of History", to be released in September by Macmillan Co., New York.

CLETE ROBERTS, American network European correspondent, shifts from Vienna to Paris to replace **HERBERT CLARK,** who is to leave the French capital Aug. 15 for New York.

JAMES R. ELLIOTT, former associate news editor of WHOM New York, has joined WCOP Boston as night news editor.

RED BARBER, sportscaster of WHN New York, tells his own story in an article in August issue of Redbook Magazine titled "It Isn't Work—It's Fun".

ALLIED ARTS

MALCOLM BOYD, former Hollywood producer of Foote, Cone & Belding, has joined Republic Pictures Inc., as head of radio exploitation department. He replaces **JOHN MORE** who resigned to become vice-president and general manager of Marshall-More Inc., newly opened Hollywood radio program packaging firm.

C & F RADIO PRODUCTIONS, Hollywood program packaging concern, has moved to 3565 Selma Ave. Telephone is Granite 4318.

F. G. IBBETT, former NBC producer-director released from the RCAF, is establishing his own radio production firm at 6331 Hollywood Blvd., Hollywood.

MINNESOTA ELECTRIC SUPPLY Co., Willmar, Min., owner of KWLM Willmar, has been appointed by the radio division of Stewart-Warner as distributor in the Willmar and Minneapolis territories of Stewart-Warner home radios.

RUTGERS U. has been elected an educational member of Television Broadcasters Assn., joining Yale and The New School for Social Research in that classification.

PAUL RAIBOURN, president of Television Productions, subsidiary of Paramount Pictures, and a director of Television Broadcasters Assn., has been appointed chairman of the TBA awards committee for 1945, post he also held in 1944. TBA board has decided to make awards as usual whether or not a convention is held this year.

DAVID O. ALBER Assoc., New York, formerly of 30 Rockefeller Plaza, has moved to larger quarters at 654 Madison Ave., New York.

JAMES SAUTER of Air Features, New York, is in Harkness Pavilion Medical Center, New York, recuperating from a minor operation. He is expected to return to his office in two weeks.

G. EDWARD PENDRAY, for nine years assistant to the president of Westinghouse Electric Corp., New York, in charge of public relations and education, opened his own office in New York Aug. 1 as advisor in public relations and education. Westinghouse will retain his services.

ALFRED WOOLLEY, formerly of Columbia Pictures Corp., Hollywood, has joined NBC Hollywood Radio-Recording division as business office manager.

AGENCIES

(*Continued from page 60*)

pointed to represent 13th Naval District at first Washington, D. C., meeting of recently organized Coast Guard League national assembly board. Mr. Horsley is commanding officer of Seattle regiment, Volunteer Port Security Force.

RALPH WALLACE, continuity and copywriter with WSYR Syracuse and former manager of WABI Bangor, Me., has been appointed by Foster & Davies, Cleveland, to head agency's new radio production department. Mr. Wallace will serve WJW Cleveland and W. B. Davis Co. and other radio clients. **WILL CARLTON,** former advertising and assistant sales manager of Wyeth International Ltd., New York, joins agency as copy-contact on General Electric germicidal lamp advertising.

Mr. Wallace

McCARTY Co., Los Angeles agency, expanding operations and to service national as well as local clients, has established branch offices at 1311 Praetorian Bldg., Dallas, Tex. **J. B. TAYLOR** has been named manager.

PHILIP KIRBY, former director of national media for the National Assn. of Mfrs. and previously director of institutional promotion for NBC, has joined Grant Adv., New York, in an executive copy capacity.

ELOISE HEATH, timebuyer of Mitchell-Faust Adv. Co., Chicago, resigns.

The Shreveport picture is changing fast!

KTBS
ARK.
SHREVEPORT
TEX.
LA.

The KTBS-NBC shadow grows Day by Day!

Keep your eye on KTBS

JOHN C. McCORMACK, Managing Partner
LESLIE H. PEARD, JR., Commercial Manager
National Representative
EDWARD PETRY & CO., INC.

Better Use

WINN
in LOUISVILLE
BASIC STATION
AMERICAN
WINN
BROADCASTING COMPANY
HARRY McTIGUE General Manager

"It is especially advantageous to have spare tube positions" ✶

Don E. Kassner, Chief Engineer
KXEL . . Waterloo, Iowa

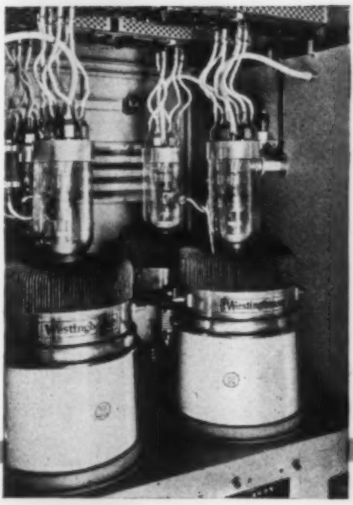
Mr. Kassner knows from actual operating experience the advantage of spare tubes in a high-powered transmitter. For a Westinghouse 50 HG transmitter has been in service at station KXEL since July, 1942. *And Westinghouse is the only manufacturer that equips its 50 kw transmitter with spare tube positions in the Power Amplifier and Modulator Units.*

The use of spare tubes in these vital positions brings the station operator a double advantage: tube-transfer can be made in a very short period of time, eliminating excessive outages where tubes must actually be replaced; and one operator can handle the entire operation, whereas two men might be needed to install a heavy, air-cooled tube.

The transfer is accomplished easily by filament switches in the power control unit and complete physical replacement of the defective tube can be made conveniently at the next regular maintenance period without loss of time on the air.

This is just another example of the sound thinking behind the design of Westinghouse transmitters that brings new advantages in operating simplicity, economy and dependability. Your nearest Westinghouse office can give you all the facts on Westinghouse transmitters . . . 5, 10 and 50 kw AM, and 1, 3, 10 and 50 kw FM. Westinghouse Electric Corporation, P. O. Box 868, Pittsburgh 30, Pa.

J-08118



Westinghouse

PLANTS IN 25 CITIES . . . OFFICES EVERYWHERE

Electronics at Work

XXV RADIO'S 25th ANNIVERSARY KDKA

✶ "I feel it is especially advantageous to have spare tube positions in the amplifier and modulator circuits, particularly in high-powered transmitters where it is difficult to install the tubes because of their weight. Because of such a feature, it is possible for one operator on duty at a time to operate a Westinghouse 50 HG transmitter. Otherwise, if the tube had to be inserted because of failure, it would take two men, plus a much greater loss of time, which in broadcasting is extremely serious."

(Signed) Don E. Kassner

Jackson Leaves OWI

T. CORNWELL JACKSON, deputy chief of Domestic Radio Bureau of OWI, Hollywood, has resigned, effective Aug. 15. Prior to joining OWI, he was associated with Berg & Allenberg, Beverly Hills, Cal., talent service. Robert C. Coleson, formerly in charge of the West Coast office, N. W. Ayer & Son, and previously with Bureau of Public Relations, radio branch, War Dept., and for past six months assistant to Mr. Jackson, takes over latter post. Mr. Coleson, currently in Washington for conferences with OWI executives, returns to his new duties next week.

Mr. Coleson

OWI PACKET, WEEK AUG. 27

Check the list below to find the war message announcements you will broadcast during the week beginning Aug. 27. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for these war messages.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS					
		Group KW		Group OI		NAT. SPOT PLAN	
		Aff.	Ind.	Aff.	Ind.	Live	Trans.
WAVES	X	--	--	--	--	--	--
Planned Saving	--	--	--	--	--	X	X
Merchant Marine	--	X	X	X	X	--	--
Careless Talk	X	--	--	--	--	--	--
Car Conservation	--	--	X	--	X	--	--
Stop Accidents	--	X	X	X	X	--	--
Hold Prices Down	X	--	--	--	--	--	--

See OWI Schedule of War Message 175 for names and times of programs carrying war messages under National Spot and Network Allocation Plans.

ARTURO TOSCANINI, conductor of NBC Symphony Orchestra, will interrupt his summer vacation to return to "General Motors Symphony of the Air" on NBC for two special broadcasts Sept. 2 and 9. He returns to the program regularly Oct. 28.

A SERIES of interviews with writers of popular books, will be presented over DuMont television station WABD New York at 9 p.m. during the five Wednesdays in August to replace "Wednesdays at Nine Is Lever Brothers Time" which returns in September.

Local Outlet on 1400 kc In Florida Is Requested

APPLICATION for a new local broadcasting station at Fort Pierce, Fla., was filed with FCC last week by Indian River Broadcasting Co., newly formed Florida corporation. Principals are Douglas Silver, for 15 years in radio and who would own half the stock; R. N. Koblegard, motion picture exhibitor in Florida east coast cities; his brother, T. F. Koblegard, retired businessman and Dr. Francis Lawson of Weston, W. Va. Latter three would hold 50% together.

Mr. Silver, as a lieutenant, senior grade, served as radio public relations officer for the 7th Naval District in Miami until last October when he went on the inactive list. A resident of Fort Pierce since 1940, he was a radio writer in New York during preceding decade.

Proposed station, on 1400 kc with 250 w, would provide service also to neighboring towns of Vero Beach and Stuart.

Conference to KMBC

IN RECOGNITION of the accomplishments of "KMBC Service Farms", the National Hampshire Hog Type Conference will be held on the farm, 20 miles southwest of Kansas City. It is the first time the Conference has gone west of the Mississippi. Service Farms are model experimental acres run by KMBC and specializing in purebred cattle and hogs.

Book in Archives

ORIGINAL manuscript of *Anybody Here From West Virginia?* by Howard Chernoff, managing director of the West Virginia Network, has been placed in the Archives and History Library at the W. Va. State Capitol. The book is a summary of soldier interviews obtained while Mr. Chernoff was covering England and the European battle fronts.

ADMIRAL CORP., Chicago, has appointed R. U. Lynch Inc. as distributor of Admiral radios and other appliances for Rhode Island territory.

The Voice

THE WAR'S official "voice" would seem to be Marine 1st Lt. George F. Putnam, only man who has been "Voice of the War Dept."—*and* the "Voice of the Marine Corps". The former NBC top-ranking news reporter was a civilian when he was the War Dept.'s voice on *The Army Hour* from that show's inception. Then he was drafted and for three months was an Army buck private until his Marine Corps commission came through. Now liaison officer for Marine Corps Special Services, he is the "Voice of the Marine Corps" on *Your Marine Corps*, CBS.

A SUPER SHOW — A SUPER SALESMAN

Completely Transcribed

"HYMN TIME"

featuring

SMILIN' ED McCONNELL

78 QUARTER-HOUR TRANSCRIBED SHOWS

Over 12 years of network broadcasting, with a following numbering millions, and a record of sales that runs into the millions of dollars...facts substantiated by sponsors and stations alike. 78 QUARTER HOUR PROGRAMS COMPLETELY TRANSCRIBED Now available for one or more times weekly. A natural for local advertisers with small budgets who want a big-time network star.

Audition samples of 2 programs available on request at $2.50 deposit. Refundable on return or credited in event of sale.

OTHER SPONSORS General Foods • Pillsbury Feed • Acme Paint • Brown Shoe Co.
Tuxedo Feeds • Kentucky Utilities • A & K Super Markets • Crystal Rug Co.

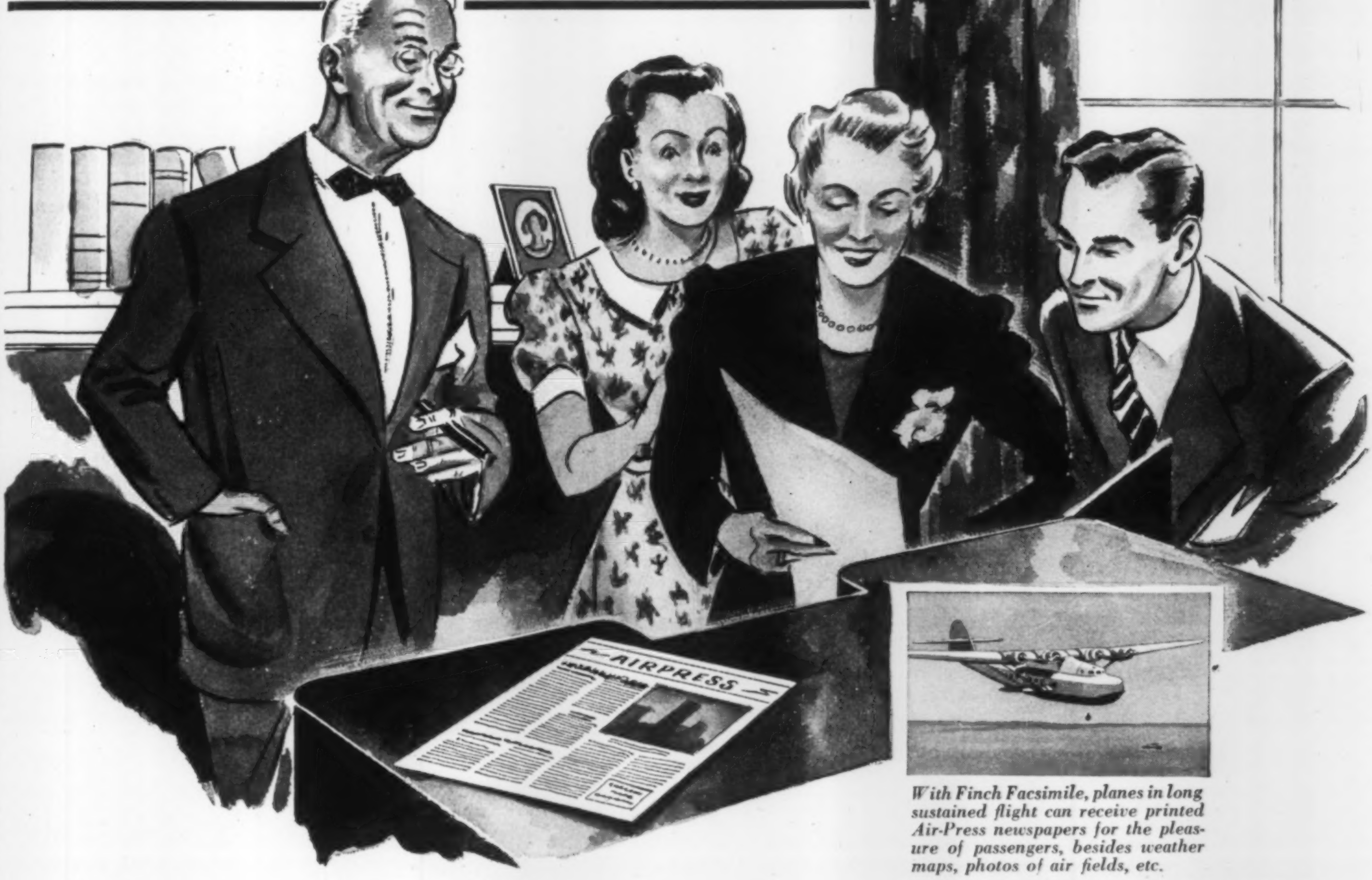
For details and rates, write, wire or phone

CHARLES MICHELSON RADIO TRANSCRIPTIONS

Pioneer Program Producers Since 1934

67 WEST 44th STREET, NEW YORK 18, N. Y. • MUrray Hill 2-3376 — 5168

TELEFAX—printed, illustrated news by Radio, via Finch Facsimile



With Finch Facsimile, planes in long sustained flight can receive printed Air-Press newspapers for the pleasure of passengers, besides weather maps, photos of air fields, etc.

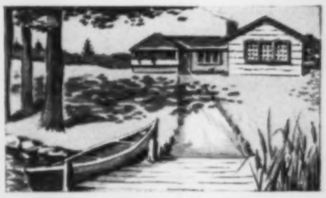
Trains will receive by Finch Facsimile Air-Press newspapers as well as routine point-to-point communications.

Let us ask you some questions

This is a call for frank expressions of opinions from broadcasters who are planning to publish news by telefax Air-Press (radio facsimile) when equipment is available:

1. Will you prefer delivery in a continuous roll like a glorified ticker-tape, or in cut sheets like a standard newspaper?
2. A 5-column tabloid-size printing recorder would cost the consumer considerably more than a 4-column recorder, and would therefore cut down the "circulation" or reading audience but increase its "buying power." Under these circumstances, will you prefer a 5-column or 4-column delivery as standard?
3. Will you prefer a speed of ¼ page per minute, ½ page per minute or a full page per minute, considering that the cost will be higher for each speed increase, thus resulting in a reduced community coverage?

A prompt, full answer will be greatly appreciated. Address, Finch Telecommunications, Inc., Passaic, N. J. N. Y. Office, 10 E. 40th St.



In camps, mines and other remote spots, contact is provided by Finch Facsimile and the Air-Press.

SELF SYNCHRONIZING finch facsimile

KANSAS CITY

IS A

K O Z Y

MARKET

•

PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

Stations

(*Continued from page 23*)

of cases where they have felt they have been subjected to high handed and arbitrary decisions on the part of radio management and continuity acceptance departments." Then he cites examples. Perhaps we may be permitted an example also.

Copy Example

Shortly after Pearl Harbor, every man, woman and child in the nation was on a tension and radio stations were cautioned carefully against any broadcast which might tend to create hysteria. At that time there was submitted to this station for broadcast from a local advertising agency a piece of copy which started out by saying: "Flash . . . unidentified aircraft has been sighted in the Hudson's Bay area heading toward Cleveland!" Then we were to go on serenely with the program and explain that the unidentified aircraft was Santa Claus' sleigh, flying through the air at breakneck speed so he would be in Cleveland in time to make his annual appearance at a local department store.

Now who's responsibility was it to see that no such copy got on the air? The advertising agency? No . . . because it submitted the copy in the hope that it would get on the air. The responsibility rested with the continuity acceptance department of this station. We felt that our obligation to our listeners was greater than our obligation to any advertising agency, and we still do.

If the station broadcasts something that pleases the advertiser but displeases the listener, who loses? Not the advertiser, primarily. If the station loses listeners, the advertiser will merely move his account to a more popular station. The job of making a station popular and therefore in demand as an advertising medium is a job for radio, not the advertiser.

Mr. Ferguson also decries the fact that every radio station seems to have a different code of acceptance for commercial copy. To that, let us again say "bravo!" That indicates that each station is still in business for itself, and still resists the multiplicity of outside forces which seek to regiment it.

In one day's operation, every radio station probably deals with at least twenty advertising agencies. Does Mr. Ferguson mean that twenty separate program policies should be set up by each radio station to handle a day's business?

If you have enough breath for another lusty "bravo!" let's give it to Mr. Ferguson's statement: ". . . the professional bureaucrats will move in and take over. I hope I may never live to see that day." Mr. Ferguson puts a finger squarely on one of radio's problems. However, he seems to limit radio station management to the unhappy choice between program control ("censorship") by the government and program control by the advertiser. Certainly there must be a third alternative: control by radio management itself.

NOVEL radio program idea was this CFAC Calgary broadcast from the back of a bucking broncho during the Calgary Stampede in July. CFAC engineers cushioned a microphone in sponge rubber connected to 400 feet of cable with break points every 50 feet. Winner received CFAC microphone plated, mounted and suitably inscribed.

KFXJ New Studio

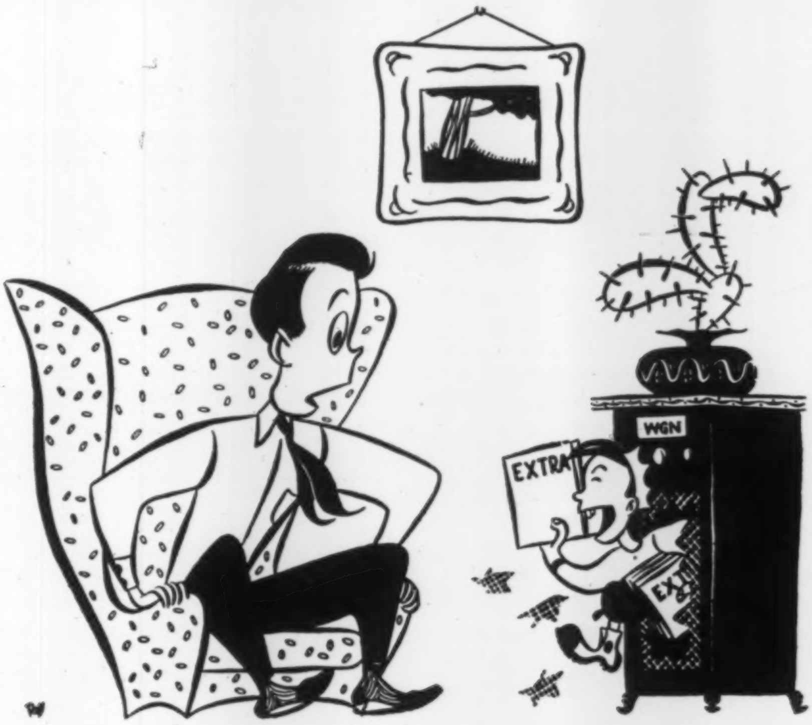
WPB has granted approval to KFXJ Grand Junction, Col. to construct a new studio as an annex to its present building at Hillcrest Manor. Studio is to be of modern design with "floating walls". Seating facilities are included, along with a Reuter pipe organ. Provision has been made for future expansion into FM and television.

'Digest' on WMAQ

DRAMATIC program sponsored by Reader's Digest Assn. is heard Mondays, Tuesdays, Saturdays and Sundays, 11:15-11:20 p.m., on WMAQ Chicago, starting July 28. The 52-week contract was placed by BBDO. Transcribed program features excerpts from magazine.

Flowers by Radio

PUBLIC SERVICE with a new twist is being practiced by WSB Atlanta. Station received a letter from a newspaper man in Pittsburgh who said he often hears WSB and asked, "Will you do a sick and wounded soldier on Leyte a big favor? The soldier is my son. His wife lives in Columbus, Ga., and her birthday is July 19. Enclosed is $15—order the best flowers—22 red roses—and notify me immediately if the sum is not enough." WSB staffers personally selected 22 perfect red roses and sent them ice-packed to Columbus.



EXTRA, EXTRA

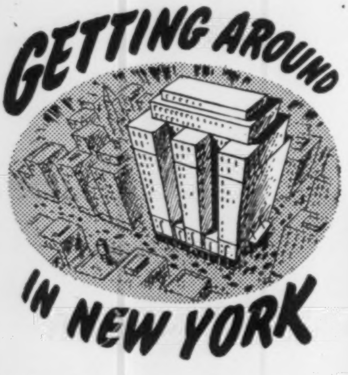
Yes, WGN's news coverage has the "extra" features that build a loyal following. WGN believes in getting the news *first* . . . and getting it *correctly* . . . thus serving the Middle West with *responsible* radio journalism. And there's good reason for this extra fine newscasting. WGN's Director of News is Robert F. Hurleigh, nationally known news ace with 13 years of reputable reporting. Hurleigh handles the news at 8:00 a.m. and 5:00 p.m. John Holbrook takes the mike at 11:30 a.m. and 6:30 p.m. John's strong rating with listeners continues through the years. Cy Harrice, another Chicago favorite, does the 10:30 p.m. broadcasts. These five programs are supplemented by additional news coverage to bring WGN listeners complete information. We are proud to report that *four* out of these five news programs have been carried on WGN by the same sponsors for over *six* years. For that certain "extra" in news coverage the answer is WGN . . . leader among Chicago's major radio stations in local and national spot business.

A Clear Channel Station **WGN**

CHICAGO 11
ILLINOIS
50,000 Watts
720 Kilocycles

MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast: Edward S. Townsend Co., Russ Building, San Francisco Calif.



is quick and easy when you're staying at The Roosevelt—just a short stroll from key business centers, shops, theatres. And Hilton service assures your comfort. Rooms with Bath from $4.50.

HOTEL ROOSEVELT
Dean Carpenter, General Manager
Madison Ave. at 45th St., New York.

Other Hilton Hotels Include Chicago: The Stevens; Dayton: The Dayton-Biltmore; Los Angeles: The Town House
C. N. Hilton, President

HILTON HOTELS FROM COAST TO COAST

DIRECT ENTRANCE TO GRAND CENTRAL TERMINAL

SIMON SALES HEAD FOR NORTH CENTRAL

ARTHUR SIMON, former general and commercial manager of WPEN Philadelphia, has been named national sales manager of the North Central Broadcasting System, St. Paul, by John Boler, NCBS president. Mr. Simon, who left WPEN when the station was sold to the *Evening Bulletin* in January, has been in radio, concert and theater work for 15 years. He has been an account executive, radio writer and editor and publisher of "Who's Who in Radio", as well as WPEN and WPEN-FM manager. He will headquarter in New York. North Central Broadcasting Aug. 15 starts first program on its 76-station chain, Mississippi Valley Network [BROADCASTING, July 30]. Additional programs will be added during the fall, Mr. Boler said, but no new affiliates will be accepted until after Jan. 1.

Mr. Simon

A HANDBOOK for listeners, "Home Around the World" Vol. II, has been published to augment NBC's "University of the Air" Series. Volume is edited by Jane Tiffany Wagner, NBC director of home economics.

Wins 1st, 2nd, 3rd

WSGN's percentage of listening audience among all BLUE (now AMERICAN) stations in Hooper's 32-city audience survey is:

1st IN THE MORNING
2nd IN THE EVENING
3rd IN THE AFTERNOON

Yes, WSGN is "ALABAMA'S BEST BUY FAR!"

THE BIRMINGHAM NEWS-AGE-HERALD STATION
Represented Nationally by Headley-Reed Company

PROGRAMS

VARIETY, amusement trade paper, is sponsoring the 2-4 a.m. period of "Moonlight Saving Time" on WOR New York, Monday-Wednesday-Friday and Saturday. Wednesday broadcast features top tunes of the week as listed in that day's issue of the magazine. Other mornings, program conductor, Barry Gray, reads, analyzes and criticizes news stories from the paper in humorous vein.

Romantic Poems

WORLD'S greatest love poems, read by Palmer Ward with organ background, make up "The Subject Is Love", quarter-hour daily program started July 30 on WNEW New York.

Pet Training

TRAINING of dogs by air is ventured by WINX Washington with "The Animal Fair", new program featuring Calvin Pierson, president of the Capitol City Dog Training Club. Live dog and owner participate in weekly show. Guest speaker, lost and found department and news of the animal world are presented on each program.

After-Dinner Forum

INFORMAL after-dinner forum, "Talking It Over", is now heard weekly on WMPS Memphis. Four or five Memphis citizens are invited to participate in discussions of timely subjects on half-hour show. Series is being promoted by direct mail, newspapers and station spots.

Traffic Safety

TO STRESS traffic safety, Police Dept. of Portland, Ore., is presenting twice-weekly on KGW Portland "It Happened Like This". Program gives dramatic story behind actual police reports of traffic accidents.

Anniversary Week

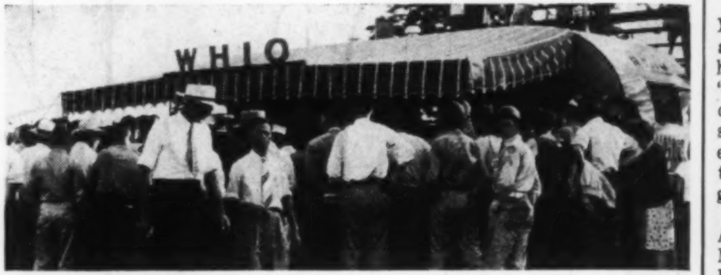
SINCE personal report via usual anniversary dinner is not feasible because of travel restrictions, WKY Oklahoma City has scheduled "WKY Farm Reporter Anniversary Week". Year old farm service show each day will give special recognition to some group which has made an outstanding contribution toward agricultural progress in the state.

Returning Veterans

NAMES of service personnel arriving at ports of debarkation are given on "Returning Veteran", daily feature of WOAI San Antonio.

Homes for Orphans

TO FIND homes for orphans, WJJD Chicago this week is to start "I Want a Home". Thirteen programs are in series, produced by Andover Assoc.



MORE than seven hours coverage was given the Professional Golfers Assoc. Natl. tourney at Moraine Country Club, by WHIO Dayton, most of which originated from the new trailer shown here surrounded by interested spectators at the course. Trailer is 25 feet long and equipped with a shortwave transmitter and GE wire recorder as well as an audio amplifier. It is powered by a 1500 watt gasoline generator.

New Music Series

WLIB New York has started three new musical series: "March of Music", daily half-hour tracing the history of the various phases of music; "Weekend Preview", Saturday show of music suggestive of weekend activities; "Radio Rostrum", recordings of popular radio conductors.

KROW Safety

COOPERATING with National Safety Council, KROW Oakland as a public service has started weekly quarter-hour dramatic series "Man Alive". Program reviews accident story of the week and features brief guest appearance of city and county officials.

American Quiz

NEW participation quiz program for service men and women, "Mess Call" with Bill Packham as m.c., has started on American Broadcasting Co., Saturday 12-12:30 p.m. from Chicago Servicemen's Center. Listeners contribute ideas.

Sidelights

HUMAN interest material gathered by Mutual correspondents overseas will compose new network weekly series to be heard Tuesday 10:15-10:30 p.m. starting Aug. 7.

AP

WNLC New London, Connecticut

. . . AP news of great value to us . . . has helped increase commercial revenue.

Gerald J. Morey
Station Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N.Y.

A & G
RESTAURANT
155
GIRL
WANTED

"Betcha WFDF Flint could bring help."

ON THE WAR FRONT

NAB and AFRS Complete Plans For Hometown Music Series

ARMED FORCES overseas are now going to have a chance to hear their favorite dance bands playing at their favorite dance spots back home. The NAB, working in cooperation with the Armed Forces Radio Service, the AFL and 63 stations throughout the country, has completed arrangements for discs to be cut at various localities in the U. S. and sent to AFRS stations overseas.

Programs, titled *Music From Your Hometown*, will feature either a popular local band, playing a hotel or night spot, or a traveling "name" band, playing a one-night or weekly stop. Production is to start on a three-months schedule, each cooperating station to furnish three sets of two 15-minute programs during this period.

Discs are supplied by AFRS Los Angeles. In reply to a request from Maj. Gen. F. H. Osborn, director, Information & Education Division, Army Service Forces (of which AFRS is a section), James C. Petrillo gave music clearance to AFM members "rendering their service gratuitously". This is the second of such series handled by NAB and AFRS, the first being *Let's Go to Town*, still running. Arthur Stringer is in charge for NAB, Maj. Austin Peterson for AFRS.

* * *

Signal Corps Terminations

THROUGH unique practice of the U. S. Signal Corps in holding monthly forecast meetings on contracts in various districts, and through field units, working directly with the companies, in a total of 4,515 Signal Corps contract terminations, only 275 cases are still pending final settlement. Contractors are kept informed on latest developments and are thus prepared for termination or increased production. Among companies benefited are: General Electric Co., Schenectady; Zenith Radio Corp., Chicago; Federal Telephone & Radio Corp., Newark.

* * *

Canadians to Pacific

MAJ. COLIN MacDOUGALL of the Canadian Army film and radio branch, and two other Canadian services public relations officers are on their way to the Pacific to plan news coverage of participation of Canadian forces in that area. They were invited by the U. S. War Dept. The other two members are Col. R. S. Malone, Canadian Army public relations director, and Comdr. Peter MacRitchie, senior naval public relations officer.

* * *

Reunion in Germany

LT. ROY NEAL and Sgt. Charles (Chuck) Thompson, former announcers of WIBG Philadelphia, met for the first time in over two years in Augsberg, Germany. A letter from Lt. Neal read: "Augsberg now knows about WIBG. We painted the town as only two announcers could. And had a heluva good time doing it."

* * *

Navy Series

NEW NAVY SERIES *Target Japan* began on WBBM Chicago July 28, 3-3:30 p.m. (CWT). Program is transcribed at Great Lakes Naval Training Center and written, produced and directed by Navy personnel.

* * *

AFRS Staff Changes

SEVERAL additions have been made to the staff of the Armed Forces Radio Service office in New York to handle the increased volume of news being sent overseas by Army News Service. New members and their former affiliations include: S/Sgt. Bud Rice, WHN WNEW New York announcer; Sgt. Charles Edwards, Georgia stations announcer; Cpl. Edward Simmons, Wade Agency, Chicago radio director, now GI program director; Cpl. Riley Jackson, who was his civilian assistant, and is also with him in his present assignment; Cpl. Don Ross, free-lance announcer; Cpl. Arthur Van Horn, night news editor and commentator of WOR New York; Seaman 1st Class Tom Noone, West Coast announcer. Sgt. Mel. Allen, CBS sportscaster and announcer, continues as sports editor of the New York office, AFRS.

* * *

Radio Alumni

AFRS station in Puerto Rico has a complete staff of ex-industry men. Lt. Walter Baziuk, formerly of KERN Bakersfield. Cal., is officer in charge, with Sgt. Fulton King. of WWVA Wheeling and WSVA Harrisonburg, Va., as production manager.

Announcers are Sgt. Thomas Covey of WCHV Charlottesville, Va. and Cpl. L. G. Frolich, ex-commercial manager of WING Dayton and WIZE Springfield, O. In the control room are T/3 Howard A. Drowne of WDEV Waterbury, Vt., and Cpl. Charles Brophy of KOME Tulsa. Technician Drowne expects to be released soon and will join the radio staff of CAA at San Juan.

* * *

Reed at San Juan

A. LOUIS REED, former commercial manager of WWL New Orleans, is now public relations officer for 10th Naval Dist., with headquarters at San Juan, P. R.

LENNEN & MITCHELL NAMES HOLINER V-P

LENNEN & MITCHELL, New York, has named Mann Holiner, independent radio producer and director, as agency vice-president in charge of radio, replacing S. James Andrews who resigned Aug. 1 to go into freelance radio producing.

Mr. Holiner

Mr. Holiner was with Lennen & Mitchell some years ago, and joined Benton & Bowles before going into the Army in 1942. He was assigned to AFRS, which he helped Col. Tom Lewis organize. Promoted to major in 1943, Mr. Holiner was chief of AFRS program section.

He was released from active duty in July 1944 and became producer-director of the Rudy Vallee and Eddie Bracken programs. He will make headquarters in the L&M Hollywood office.

Mr. Andrews will continue as producer of the *Nero Wolfe* program on the Don Lee network, Tuesday 9:30-10 p.m., sponsored by Andrew Jergens Co., Cincinnati, for which L&M is agency.

FIRST woman Marine to marry a Marine overseas was Sergeant Dorothy Crane Davis, former assistant program director of WIND Chicago. She records interviews for Marine Corps units in the Hawaiian Islands. The former Dorothy Crane, of Chicago, her husband, S/Sgt. Robert T. Davis, Brewster, Me., is a combat correspondent.

Video

(*Continued from page 16*)

Broadcast Co.; F. R. Glick, C. J. Young.

Tentative Video Assignments

Following are the tentative television assignments:

Class A stations—New York, Chicago, Philadelphia, Boston, Detroit, Pittsburgh, Cleveland, St. Louis, Washington, Baltimore, Buffalo-Niagara Falls, Cincinnati, Providence, Hartford-New Britain, Albany-Schenectady (2 channels), Rochester, Columbus, O., Scranton-Wilkes-Barre, Akron, Youngstown, O.

Class B stations—Albany-Schenectady (3 channels), Dayton, Syracuse, Grand Rapids, Binghamton, N. Y., Fort Wayne, Kalamazoo (1 channel).

Class C stations—Los Angeles, San Francisco - Oakland, Minneapolis - St. Paul, Kansas City, Seattle, Houston, Portland, Ore., Indianapolis, Atlanta, Denver, Dallas, New Orleans, Louisville, Memphis, Miami, Omaha-Council Bluffs, Birmingham, Lowell-Haverhill, Mass., Norfolk-Newport News, Richmond, San Diego, San Antonio, Fort Worth, Oklahoma City, Sacramento, Nashville, Salt Lake City, Des Moines, Tampa-St. Petersburg, Tulsa, Jacksonville, Davenport-Moline-Rock Island, Utica-Rome, Peoria, Spokane, Duluth-Superior, Tacoma, Chattanooga, Saginaw-Bay City, San Jose, Fresno, Atlantic City, Phoenix, Wichita, Knoxville, Charleston, W. Va., Portland, Me., Beaumont-Port Arthur, Texas, Evansville, Shreveport, Charlotte, Johnston, Springfield, Ill., Roanoke, El Paso, Austin, Sioux City, Stockton, Lincoln, Altoona, Kalamazoo (2 channels), Savannah, Cedar Rapids, Columbia, Mobile, Waterloo, Corpus Christi, Decatur, Topeka, Winston-Salem, Springfield, O., Montgomery, Charleston, S. C., Jackson, Miss., St. Joseph, Greensboro, Galveston, Asheville, Columbus, Ga., Springfield, Mo., Augusta, Amarillo, [illegible] Waco, Durham, Pueblo [illegible]

WPB

(*Continued from page 20*)

precedented backlog exists, is probably due to the fact that the larger firms which make this equipment are still fully occupied with war requirements, particularly radar. The smaller companies, which would be expected to rush into receiver production, are apparently hard put to it to locate sufficient components, particularly tubes, the civilian supply of which does not yet provide more than a bare margin over replacement needs.

Another element in the situation, according to some quarters, is the failure of OPA to revise radio set prices. R. C. Cosgrove, vice-president and general manager of Crosley Corp. and RMA president, recently said that the agency's policies are delaying many manufacturers from getting into production and preventing some from resuming production altogether.

Declaring that the industry is greatly concerned over difficulties in working out with OPA a satisfactory pricing formula, Mr. Cosgrove said: "The OPA has insisted on allowing only a limited number of these increased costs and wants the industry to absorb a number of other costs. The OPA has declared its intention of having distributors and retailers absorb any increases allowed manufacturers over their prewar prices".

OPA, on the other hand, counters that it is moving as fast as possible with price revisions and expects to have new ceilings on receivers ready by about September 1. One official told BROADCASTING he thought there would be "substantial increases" in prices of components, which would be reflected in prices of sets. The agency is committed to price control to protect consumers during the crucial period between reconversion and so-called "normal" production and demand.

Mr. Karns came to WPB last November from the RCA Victor Division, Camden, N. J. He was previously with Westinghouse Mfg. Corp. He succeeds Louis B. Chatten who is expected to return to the electronics industry. He was formerly vice-president and general manager of Fada Radio & Electronic Co., Long Island City, N. Y.

NOTICE

You cannot cover the tremendous New York market without using WBNX, because . . . WBNX reaches

●

2,450,000 Jewish speaking persons
1,523,000 Italian speaking persons
1,235,000 German speaking persons
660,000 Polish speaking persons

●

STRENGTHEN your present New York schedules with WBNX. Our program department will assist you in the translation of your copy.,

WBNX
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading

Bock Heads Western NBC Public Relations

HAROLD J. BOCK, since 1938 Pacific Coast press relations manager, has been appointed to newly created post of NBC Western division director of public realtions. Announcement was made by Sidney N. Strotz, NBC Western Division vice - president, Aug. 1. Mr. Bock will act as liaison between network and film industry as well as industrial organizations and civic groups. He will continue to supervise activity of the network's West Coast publicity department.

Mr. Bock

He has been with NBC for more than ten years, having joined the network publicity staff in San Francisco in 1934. Prior to that he was San Francisco correspondent of BROADCASTING Magazine. For a time Mr. Bock was publicity director of KFRC San Francisco and also conducted a weekly commentary on that station.

REVIEWING radio's early days in his "Science Today" column, David Dietz, Scripps-Howard science editor, relates how in 1921 with the aid of John Royal, NBC vice-president then manager of Keith's Hipprodome Theater in Cleveland, he put a broadcast of Keith vaudeville performers on WHK Cleveland. "It was the first time such a professional bill went over the air," Mr. Dietz writes. "The next day Mr. Royal received a telegram from E. F. Albee, then head of the Keith-Albee circuit, telling him never to do it again."

PROMOTION

AN EAR of corn, wrapped with a golden-paper letter signed "A. Happy, Farmer" who explained that he found much better corn in New York than he raises at home, was included in the mail of a list of stations last week. Postscript to letter revealed World Broadcasting System is about to announce a new series of music and comedy called "Golden Bantam Revue".

Equitable Write-up

ROSEMARY STANGER, assistant program director of WGL Fort Wayne, Ind., is featured on back cover of July 16 Equitable Agency Items, published by Equitable Life Assurance Society. Picture write-up tells of her radio and stage career and fact she is Equitable policy holder. Insurance firm sponsors "This Is Your FBI" on American.

Vet Aid

AS A HELP to war veterans anxious to get into broadcasting, All-Canada Radio Facilities, Toronto, has sent to stations, production companies and agencies, a circular with name and particulars of a former RCAF serviceman who has done wartime entertainment work and now wants to get into radio.

Candy Box Inserts

BARRICINI CANDY SHOPS, New York, sponsor of a 45-minute record musical program weekly on WHN New York, is putting 300,000 color pictorial inserts into Barricini candy boxes to advertise the WHN program. Agency for Barricini is Central Adv. Service, New York.

Photo Gallery

NEW interest of conducted tours through WLW Cincinnati is photo gallery of station executives and talent.

WAIT Formula

FORMULA of WAIT Chicago for "streamlined programming" and audience building ideas are presented in booklet prepared by the station. Front cover leader reads "This plan cost us a quarter-million dollars . . . it may be worth that much to you . . .".

KYW Get-Together

FIRST roll call and annual get-together of listeners to KYW Philadelphia early morning "Musical Clock" at local amusement park was highlighted by two-hour vaudeville show of KYW talent, evening broadcast and special awards. An estimated 10,000 persons participated.

Ad Reprints

BECAUSE of requests for reprints of station's series of trade paper "unheard is unappreciated" ads, WCBM Baltimore has published brochure of the ads. Foreword is by John Ulmer, WCBM president.

New Service

FIVE-MINUTE news summary is sent by KGKO Ft. Worth, Tex., by direct wire to luncheon meetings of five large civic groups. Service is furnished each Tuesday, Wednesday, Thursday and Friday.

Anniversary

EIGHT page supplement in local paper commemorated fifth anniversary of WHUB Cookeville, Tenn., CBS affiliate.

Promotion Personnel

LEONARD D. MEYERS, for seven months on active duty with the Navy, has returned to NBC as press department staff writer.

ROBERT E. WHITE, acting program manager of KDKA Pittsburgh, has been appointed director of public relations with return of Lt. Franklin A. Tooke to his former post as program manager. On leave in the Navy since November 1941, Lt. Tooke is first KDKA employe to return to station following service in armed forces. He formerly was program manager of WOWO-WGL Fort Wayne, Ind. Mr. White had previously been with WBZ Boston for 13 years.

Mr. White

DAVID C. SPENCER, for 15 years with the FBI, has been appointed public relations director of Universal Broadcasting Corp., and Associated Broadcasters Inc., San Francisco, licensee of KSFO KWID KWIX.

ROSEMARY HOECK is new publicity director of KIRO Seattle.

1st CHOICE IN CHATTANOOGA IS

WDOD

CBS
5,000 WATTS DAY AND NIGHT
PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

[illegible] IN (1) AUDIENCE, (2) PUBLIC SERVICE, (3) RESULTS

Made to Order

WAIR is the station, Winston-Salem the market—plus a mighty lot of territory within a generous area. No station has the "grip" on this station that we enjoy. Ego? Nope, facts! ! !

WAIR

Winston - Salem, North Carolina
Representative: The Walker Company

BANK
CLAREMORE
AMERICAN LEGION
G. I. BILL OF RIGHTS
CAVALCADE
KTUL

KTUL

Tulsa

Gives Oklahoma Touring GI Show "THE LEGION CAVALCADE" Featuring the G.I. Bill of Rights

For a Bigger and Better Claremore

THE CLAREMORE PROGRESS

GI BILL OF RIGHTS FORUM SATURDAY

Well Informed Speakers Will Answer Questions; All Are Invited; Be On Hand at the Armory at 2:30.

DON LEFFLER IS HOME ON VISIT

LT. R. R. SCOTT IN PLANE ACCIDENT

G. E. NORFLEET IS RELEASED

Sgt. W. T. Rowe Is Awarded Bronze Star For Gallantry

Mrs. Lowe Honored With Dinner Friday

LT. R. R. GAHRING IS NOW HOME

Has Returned from The West Coast

Former Resident

Championing the cause of returning service men and women — and their "G. I. Bill of Rights" – Radio Station KTUL and Joe Carson Post No. 1 of the American Legion have "taken the road in an instructive campaign which should prove tremendously beneficial to the public at large.

The program will be carried out in almost a score of Northeastern Oklahoma Communities on successive Saturdays, with one-hour broadcasts over KTUL.

The "Cavalcade," first known traveling unit of its kind, is composed of the Joe Carson Post No. 1 band, directed by Legionnaire Eddie Gambill; Al Clauser's Oklahomans from KTUL and the station's singing stars "G. I." Bette Barber and Patti Page.

The undertaking is purely a public service. There are no commercial aspects whatever attached to the programs, and at no time will the program be available for commercial sponsorship. Entire expense of the "G. I. Bill of Rights Cavalcade" tours is borne by KTUL.

Thanks to the American Legion and other public spirited citizens for their splendid co-operation.

John Esau *General Manager*

Columbia Network **KTUL** CBS *Tulsa*

● *Represented Nationally by FREE & PETERS, INC.*

NETWORK ACCOUNTS

New Business

KNOX Co., Los Angeles (Cystex), on Sept. 9 starts The Nebbs on full Mutual network, Sun. 4:30-5 p.m. Agency: Raymond R. Morgan Co., Hollywood.

GENERAL FOODS Corp., New York (Post Toasties), Sept. 16 starts Baby Snooks Show on 144 CBS stations Sun. 6:30-7 p.m. Agency: Young & Rubicam, N. Y. For Jello and puddings General Foods Sept. 14 starts Kate Smith Sings on 140 CBS stations Fri. 8:30-8:55 p.m. Agency: Young & Rubicam, N. Y.

McMAHAN FURNITURE STORES, Los Angeles, on Aug. 6 starts for 52 weeks Knox Manning—News on CBS Cal. stations, Mon. thru Fri. 12:15-12:30 p.m. (PWT). Agency: M.C.M. Adv., Santa Monica, Cal.

GOLDEN GRAIN MACARONI Co., Portland (macaroni), July 28 started for 52 weeks Lee Marcus and the News on 32 Don Lee Pacific stations Sat. 5-5:15 p.m. (PWT). Agency: Pacific Radio Adv. Service, Portland.

HUNT FOODS Inc., Los Angeles (canned foods), on Sept. 10 starts What's Doing Ladies? on American Pacific and Rocky Mountain stations, Mon. thru Fri. 2-2:25 p.m. (PWT). Agency: Young & Rubicam, Hollywood.

Net Changes

LEWIS HOWE Co., St. Louis (Tums), Aug. 26 shifts Marlin Hurt & Beulah on CBS stations from Mon. 9-9:30 p.m. to Sun. 8-8:30 p.m. Agency: Roche, Williams & Clearly, Chicago.

ARMOUR & Co., Chicago (meats, dairy products), Sept. 10 shifts Hedda Hopper's Hollywood on 142 CBS stations Mon. 7:15-7:30 p.m. (West Coast repeat 8:15-8:30 p.m. PWT), to American stations Mon. 8:15-8:30 p.m. (West Coast repeat 8:15-8:30 p.m. PWT). Agency: Foote, Cone & Belding, Chicago.

TECHNICAL

D. D. SPENCE, for four month public relations manager of Hoffman Radio Corp., Los Angeles, and prior to that with Firestone's Western division for 20 years, has been appointed manager of Hoffman Plant No. 5, purchased by the firm to house surplus disposal of Army electronic parts and production and repackaging of Naval restricted spare parts.

F. G. GARDNER, former Los Angeles representative of Federal Telegraph & Radio Corp., and prior to that with American Telephone & Telegraph Co. for sixteen years on field assignments, has been appointed general manager of Universal Microphone Co., Inglewood, Cal. Post was created because of increased factory requirements of war production, reconversion and postwar planning.

LT. SANFORD T. TERRY Jr., former control operator of WRVA Richmond, Va., now attached to Gen. MacArthur's headquarters in Manila, flew first overseas interviews with Virginia servicemen for WRVA from Manila to Richmond in time for first broadcast July 30. Lt. Terry also supervised installation of radio equipment and reconstruction work on radio ship that broadcast news of Leyte landings on D-Day last fall.

FRANCIS X. RETTENMEYER, for ten years chief receiver engineer and staff engineer of RCA Victor division of RCA and previously with Bell Telephone Labs., has been appointed chief components engineer of Federal Telephone & Radio Corp. His work will involve engineering of Selenium rectifiers, quartz crystals, transformers and coils, special purpose and transmission tubes, Intelin cables and other components.

J. GRANVILLE BATES Jr., released from service in May as Navy lieutenant commander, has been appointed administrative assistant to the vice-president in charge of the radio engineering and sales division of Federal Telephone & Radio Corp., IT&T affiliate.

HASKELL COHEN, former a war correspondent in Italy for Pittsburgh Courier, has been named public relations director of Emerson Radio & Phonograph Corp., New York.

HERBERT HOLSHOUSER, released from the Navy as radar instructor, has been added to the engineering staff of WBKB, Balaban & Katz television station in Chicago.

SIDNEY JAFFE, formerly with WOV New York, is new chief engineer of WCNC Elizabeth City, N. C. **VERNON CARTER** and **LINDSAY BRIDGEMAN**, new to radio, have joined WCNC technical staff as transmitter engineers.

HOMER F. BILL, released from the Army, has joined the technical staff of WSPR Springfield, Mass. New addition to transmitter staff is **RALPH JAY**.

ANDY BROWNING, chief engineer of WTAG Worcester, Mass., is father of a girl.

FEDERAL Telephone & Radio Corp., Newark, has received the Army-Navy "E" award for accomplishment in the production of war equipment.

COMMERCIAL Radio-Sound Corp., New York, has been awarded a star for its Army-Navy "E" flag, in recognition of continued contribution to the war effort.

COLBY H. KNAPP, with Stromberg-Carlson Co. in various capacities since 1927, has been appointed supply sales manager for company's telephone division, with headquarters in Chicago.

COMMERCIAL RADIO-SOUND Corp., New York, has been awarded a star for its Army-Navy "E" flag, for the firm's continued contribution to the war effort. Brig. Gen. Edgar L. Clowell, assistant chief of procurement and distribution service, also wrote the company a letter commending them for production of Signal Corps equipment.

PRESTO RECORDING Corp., New York, maker of instantaneous sound recording equipment, blank discs, etc., has received an Army-Navy "E" production award.

COMPLETE line of dry batteries will be added this month by RCA Victor tube division. Orders will be filled on an allocation basis.

WNEW New York has been given a scroll by the Chinese News Service for its 16-week program series, "The Town Crier of Chungking", broadcast early this year. The 8½-foot-long scroll on rice paper says the series helped "to create a greater understanding of China and its people".

"Early Birds"
CAN SELL FOR YOU!

rural rhythm with an all-round appeal

That's Merl and Ralph, "The Early Birds" who entertain KGLO and WTAD listeners from 6:15 to 6:45 each week day morning.

Yes, it's early, but you've got to get up early to put your sales message across to these crop producing farmers and busy industrial workers. The unbeatable combination of Merl's guitar strumming and cowboy songs, plus Ralph's tickling of the ivories is drawing mail regularly from 317 cities and towns . . . 97 counties in Iowa, Illinois, Minnesota and Missouri. Thousands of loyal "Early Bird" listeners can be YOUR CUSTOMERS. Call Weed & Company or write KGLO for full details.

Use KGLO and WTAD
Quincy, Illinois
A Natural Combination

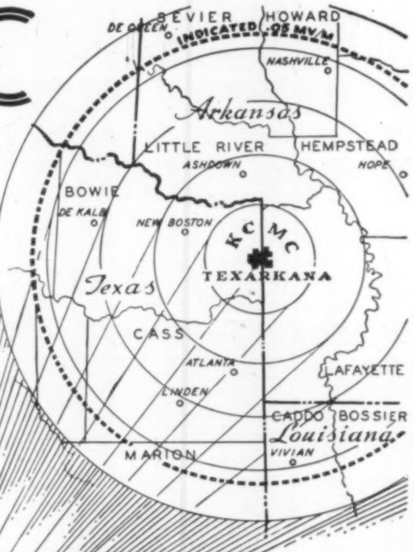
kglo
MASON CITY Iowa
1300 K.C. 5,000 Watts

CBS Affiliate
Weed & Company, Rep.

A Lee STATION

KCMC
TEXARKANA U. S. A.

- AMERICAN
- MUTUAL

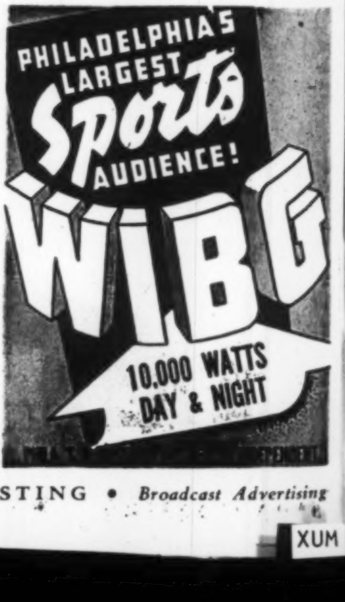


Texarkana is a major distributing point to 359,00 people in the Four States Area of Northeast Texas, Southwest Arkansas, Southeast Oklahoma and Northwest Louisiana.

Okla.
Ark.
Texas
La.
Gulf of Mexico
Mexico

KMC is the only radio outlet in this vast area of 359,000 people—people made prosperous from cotton, oil, grains, fruits, and vegetables. For detailed information write—

KCMC, Inc.
Texarkana, U.S.A.
Frank O. Myers, Manager



Schechter Expands MBS News Department to 24-Hour Basis

WITH THE completion of an instantaneous transcontinental communications system via private teletype between New York and the Pacific Coast, A. A. Schechter, who joined Mutual June 18 as director of news and special events, on Aug. 1 put his department on a 24-hour operating schedule.

Wallace West, formerly with the CBS press and the NBC news departments in New York and with the Office of Censorship in Washington, has been appointed New York night news editor. Bert Covit, veteran newspaperman and radio news commentator, who witnessed the Jap conquest of Manila while working there for UP, is overnight editor in New York.

Fern to San Francisco

Jack Fern, formerly with NBC news and special events and with KOA Denver and WTAM Cleveland, has joined Mutual's San Francisco office as night news editor. He was until recently public relations officer for the Seventh Fighter Command in the Pacific with the rank of captain.

Mr. Schechter, who took over his duties at Mutual after three years of military duty, latterly as radio officer for Gen. MacArthur with the rank of lieutenant colonel, and who headed NBC's news and special events operations before entering the Army, has also provided greatly increased newsroom space in both New York and San Francisco.

Mr. Schechter is also realigning his overseas staff. Leslie Nichols has been shifted from Guam to Europe, where he will head up Mutual operations. Bill Hillman and Arthur Mann are already in Europe for Mutual, with Jack Mahon and Paul Manning covering the Pacific front. Other correspondents will probably be added in both areas in the near future.

CANADIAN DAYTIME RATINGS ANNOUNCED

CANADIAN daytime national programs during July were topped by *Soldier's Wife*, a Canadian show, with a 13.9 rating, according to the Elliott-Haynes ratings. All daytime programs showed a drop in popularity during the month. Second place went to *Big Sister* with a rating of 12.8, followed by *Ma Perkins*, *Road of Life*, *Lucy Linton* (Canadian origination), *Woman of America*, *Pepper Young's Family*, *Right to Happiness*, and *Breakfast Club*.

Leading French show was *Quelles Nouvelles* with 20.7.

* * *

JULY 30 Report of the Hooper ratings on evening programs gives *Take It or Leave It* highest sponsor identification index, 88.9. *American Melody Hour* and *Saturday Nite Serenade* tied for the largest number of women listeners per listening set, with 1.63. Drew Pearson had the largest number of men listeners per set, with 1.14; and the *Lone Ranger* had the largest number of children listeners per listening set with 0.86.

Sheffield Sponsors

SHEFFIELD Co., New London, Conn. (Doctor Kyle's tooth paste), effective Aug. 20 will sponsor 13-week test campaign using five to six spots weekly on WORL WELI WIBG KFWB KJBS KCMO WEW WDRC. Agency is Vanden Co.

George Greeves Is Made KPO Assistant Manager

Mr. Greeves

Comdr. Peck

GEORGE GREEVES, acting engineer in charge of KPO-NBC San Francisco, has been appointed assistant general manager of the station and Comdr. Curtis D. Peck, released from Navy service, returns to his KPO post as chief engineer. Both have been in radio for many years.

Mr. Greeves has been with NBC since 1928. He supervised design and construction of the Veterans Bldg. "Radio Row" to facilitate radio coverage of UNCIO. Comdr. Peck was originally engineer in charge of WLS Chicago when called in 1926 to become chief engineer of KPO, then operated by Hale Bros. Dept. Store and *San Francisco Chronicle*.

TULSA U. GETS FM TRANSMITTER GIFT

BOON to educational broadcasting is a gift from W. G. Skelly, owner of KVOO Tulsa, to the radio department of the U. of Tulsa. He is giving the school a new FM transmitter, complete with towers and control board, to be presented as soon as equipment is available. Application for wave length, power and frequency to the FCC is now being made.

Announcement followed by only a few weeks approval of construction of a new radio building on the campus. The Skelly gift increases the value of the school's broadcasting facilities to nearly $100,000. Supervision over construction and operation will be maintained by W. B. Way, KVOO general manager.

Station will necessitate no changes in the communications building at the university.

RCA GROSS INCOME UP FOR SIX MONTHS

RCA had a gross income of $163,300,680 in the first half of 1945, compared with $156,166,006 for the same period of 1944, according to the company's consolidated income statement, released last week by Brig. Gen. David Sarnoff, president of RCA.

After provision for Federal income taxes of $13,725,100 and other charges, RCA showed a net income of $5,677,190 for the six-month period of 1945, compared to a net of $4,440,214 in 1944 when the provision for income taxes was $14,290,650. Earnings for common stock, after payment of preferred dividends, were 29.5 cents a share, compared to 20.6 cents a share a year ago.

Second-quarter figures for 1945 were: gross income, $77,529,246; net income after taxes, $2,689,705; earnings per share, 13.7 cents. For second quarter of 1944: gross $77,014,375; net, $2,038,980; earnings per share, 9 cents.

Walker to Hawaii

COMMISSIONER Paul A. Walker and Chief Accountant William Norfleet of the FCC, accompanied by W. G. Thompson, assistant vice-president in charge of overseas telephones, AT&T, left Washington Saturday by air for Hawaii to survey Hawaii-Mainland telephone rates and confer with communications companies. They also plan to attend a meeting of the Public Utilities Commission of the Territory of Hawaii.

New FM CPs Asked

LICENSEE of WBNS Columbus, O., RadiOhio Inc., last week filed with FCC applications for FM outlets in Springfield, Portsmouth, Zanesville, and Marion, O. Other new FM applications filed by standard stations include WRAW Reading, Pa., KROY Sacramento, Cal., KGNC Amarillo, Tex., WJHL Johnson City, Tenn., KOMA Oklahoma City and KALB Alexandria, La. Facilities asked are listed in Actions of the FCC, page 80.

BMB to Develop Data on Radio Ownership by Counties, Cities

BROADCAST Measurement Bureau will develop data on radio set ownership by counties and principal cities throughout the United States as of January, 1946, it was revealed last Wednesday following the initial meeting of the new Technical Research Committee at BMB headquarters in New York.

A. N. Halverstadt, media director of Procter & Gamble Co., named chairman of the committee, a nine-man group comprising three advertisers, three agency and three broadcaster members. In addition to Mr. Halverstadt, TRC members present included: Robert Elrick, Quaker Oats Co.; Frederic Berner, G. Washington Coffee Refining Co.; Don Johnstone, representing William Farrell, Benton & Bowles; Edward F. Evans, American; Barry Rumple, NAB.

Group met with Hugh Feltis, BMB president, who explained the purpose of TRC as an advisory body to the BMB management; Paul Peter, BMB executive secretary, who reviewed the decade of discussions of coverage measurement methods among advertisers, agencies and broadcasters that eventually led to the formation of BMB, and John Churchill, BMB research director, who reviewed the development of the bureau.

Also attending the meeting were the BMB board committee on research: D. E. Robinson, Sherman K. Ellis, chairman; Robert Elder, Lever Bros.; Frank Stanton, CBS. Three other network research executives: James Gaines, NBC; Richard Puff, Mutual; Harper Carraine, CBS, were present by invitation.

Committee unanimously agreed that the objective of the projected survey of station audiences is to assist the American advertiser in his efforts to reach the listening public. Families of all nationalities and economic groups will be included, the committee said, which means that special studies of individual foreign language groups can be handled only as an additional service separate from the main survey. Such extra surveys will be conducted by BMB for the broadcasters of any community if these broadcasters will stand the expense.

When Mr. Churchill outlined the work on sample allocation which has already been completed (Alabama through Illinois), the committee voted unanimous approval and recommended that the procedure be followed for the rest of the country. This recommendation will be reviewed by the board research committee and reported to the board for final adoption at its next meeting, Sept. 11. The decision will enable the bureau to award contracts to name-gathering organizations now bidding for the assignment. Contracts for the first part of the work will probably be placed within the next week or two.

Mr. Churchill also reported on conferences held with the Canadian Bureau of Broadcast Measurement, now in its third year, and said that plans for an exchange of information between BBM and BMB will be submitted to the board in September.

After a discussion of report forms, the committee recommended that BMB reports should show actual circulation figures of stations and percentages of radio homes reached by counties.

Technical Research Committee will meet again in New York on Aug. 29.

FM Hearings

(*Continued from page 44*)

mends FCC avoid blanket rulings which would limit power and coverage of stations which prove their qualifications to provide service needed by citizens of small towns, villages and farms.

JOHN W. STEEN, counsel for Westinghouse Stations: Stood on advance brief [BROADCASTING, July 30].

deMars Opposes Limit On Antenna Heights

LT. COMDR. PAUL A. deMARS, consulting engineer: Opposed limiting antenna heights and power (as proposed by FCC), said Commission regulations unsound; more service can be given in ultra-high frequency band by natural elevations; advantage of height is so important it must be considered in allocations; disagreed with engineering standards proposed by Commission; directional antennas as proposed by FCC unsound.

Chairman Porter interrupted frequently, asked what bearing his testimony had on issues at hand; finally told Comdr. deMars to tell his story to engineers at subsequent informal conference. Throughout interruptions Commissioner E. K. Jett (himself an engineer and allocation expert) attempted to aid Comdr. deMars. On Wednesday Chairman Porter apologized, asked Comdr. deMars to place complete statement in record.

Wednesday

G. RICHARD SHAFTO, general manager, WIS Columbia, S. C., and chairman NBC Stations Planning & Advisory Committee: Appearing for SPAC, opposed rule to deny licensee right to duplicate AM programs on FM; under direct question by Chairman Porter said James Caesar Petrillo, AFM chief, was "minor factor" in committee's decision to duplicate programs; admitted Petrillo would demand more money for musicians if they perform on FM in unduplicated programs. Didn't think reluctance of networks to negotiate with Petrillo was a retarding factor in FM.

Expressed fears Commission may later rule 25% or even 50% of programs on FM must be unduplicated; Chairman Porter said he couldn't guarantee anything, but FCC would try not to be unreasonable. Committee opposes any bans on FM ownership by AM operators, contending FM is not competitive to AM; urges FCC give positive assurance dual ownership will not be disturbed.

For himself Mr. Shafto made similar protestations regarding AM-FM ownership. He feels FCC should review its proposed "prohibition against a rural station serving any metropolitan district with more than 500 microvolts"; contends under proposed allocation plan wide rural areas will have no service.

Commissioner Durr commented some people don't like American programs as offered by nets; Mr. Shafto said 'tis true, but those people wouldn't like anything offered by any station, said Mr. Durr was attempting to confuse demands of public with what public will take. Mr. Durr was interested in what rates FM operators propose to charge, but witness said rates couldn't be reached until FM becomes a service.

Mr. Shafto thinks FM will never completely replace AM—there'll be some areas with both services and some with AM the top service, but feels FM will take over in many other spots. Predicts 10 years hence all networks will provide dual service for AM and FM. Testified NBC hadn't formally asked affiliates to go into FM, but encouraged it.

EVERETT L. DILLARD, general manager, Commercial Radio Equipment Co., radio engineering

Again
Available
Without
Priorities

LINGO

VERTICAL TUBULAR STEEL RADIATORS

Prompt Shipment From Materials In Stock

Your post-war plans take a decided spurt now that Lingo Radiators are priority-free! Because of the limited amount of materials on hand, production must be concentrated now on radiators not exceeding 250 ft. in height. Regardless of whether you are ready to install now or not—order your Lingo Radiator now. It will be constructed on a first-come, first-served basis and delivered when you want it.

Place Your Order NOW!

Please include in your inquiries the radiator height required and approximate site, so that complete quotations can be made immediately, covering the radiator itself and its subsequent erection, when so desired.

JOHN E. LINGO & SON, INC.

EST. 1897 **CAMDEN, NEW JERSEY**

LINGO VERTICAL TUBULAR STEEL RADIATORS

WMBG SERVING RICHMOND AND VIRGINIA
FROM THE CAPITAL OF THE OLD DOMINION

RICHMOND LOCATED MIDWAY BETWEEN THE NORTH AND SOUTH

Had Bank Clearings for May 1945—$342,438,000. An Increase of 9% over May 1944.

In this Major Market

USE **WMBG**

NBC IN RICHMOND, VA.

5000 WATTS

Bill Stern
Dinah Shore
Bing Crosby
Jack Benny
Bob Hope
Fibber McGee and Molly

REPRESENTED BY JOHN BLAIR & CO

"TAP TAP"
Who's There ?
OPPORTUNITY INC.

Some smart sponsor tapping the rich Portland Market by means of WGAN.

STATION WGAN **PORTLAND MAINE**

National Sales Representatives: PAUL RAYMER COMPANY

consultants, licensee of KOZY Kansas City: Believes FCC single-market plan presents fundamental solution to complex problem but certain modifications are needed. Limiting ownership to 6 stations would not necessarily solve concentration of control problem; more than 6 stations in scattered areas need not mean concentration of control, whereas one station in one community might be interpreted as such.

Recommends FM unit plan whereby each station of any class is considered one unit; metropolitan stations would be one unit; rural stations would be permitted to cover multiple major markets only to extent necessary to provide widespread outlying rural service; for each metropolitan district to serve, add one unit. Consider concentration of control in FM to exist when any licensee controls stations whose total unit values exceed 6.

Visualizes community stations as new, superior type of local service with possibilities far beyond scope of Class IV AM stations; suggests radiated power limit to 200 w instead of 50 w as proposed. FCC should encourage booster station operation but for time being boosters should be licensed on experimental basis.

Witness expressed view that FM in future will compete effectively with AM. Thinks clear channel AM stations will last "long time" but local and regional stations gradually will give way to FM.

IRA A. HIRSCHMANN, vice-president, Metropolitan Television Inc., WABF New York: Favors 6-hour minimum daily schedule; proposal to require two hours of unduplicated programs daily desirable but not essential; thinks duplication of AM programs will contribute much to speedy acceptance of FM. Favors multiple ownership regulation, but suggests revision of wording; favors FM operation by AM licensees; convinced FM eventually will replace AM, with super-power clear channel stations remaining in AM for rural coverage.

Favors application of network regulations for FM, use of common antenna site, booster stations, reservation of 20 channels, facsimile development. Generally in accord with FCC allocation plan, but believes restrictions imposed on rural stations will prohibit establishment of such stations; urges serious review by FCC Engineering Dept. before final adoption.

Armstrong Suggests Changes for Rurals

MAJ. E. H. ARMSTRONG, professor of electrical engineering, Columbia U., and FM inventor: Quipped the inventor: "I suppose I shall have to assume the responsibility for most of this difficulty." He sees the trouble as conflict between public interest and economics; development of FM was held up by "dammed up condition due to the war, failure of the FCC to recognize FM as a better service" and failure of industry to push it.

FM will provide excellent service to rural listeners, but FCC allocation plan defeats its express purpose; high power and terrain must be considered. Rural stations shielding metropolitan districts as proposed by Commission actually would lose 45% of service area; suggested something could be accomplished by jamming in metropolitan districts, thus allowing rural stations to serve rural areas.

Urged nothing be done to interfere with multiplexing facsimile; endorsed Comdr. deMars' statement about antenna heights; agreed with Mr. Fly that New England-Washington area requires treatment different from general allocations; thinks two-band FM mandatory to give dealers something to demonstrate before new-frequency transmitters get on the air.

FM was put over by the "Alpines and Paxtons" reaching people who had no service; thinks 50 kw transmission is not in offing; 10 kw can be obtained within a reasonable time, say 8 months; receivers will be available in the fall.

Chairman Porter suggested the FCC might adopt a policy with reference to a mandatory switchover from present FM band to new one, say year hence. Maj. Armstrong said it would be better to wait six months, see how tube development comes along. He saw no objection to announcement by present FM operators that service in present frequencies is temporary, but would let broadcasters "state the facts and let the manufacturers use their own judgment" about turning out two-band receivers.

Maj. Armstrong thinks community stations are a good idea, was "startled" at 50 w power, but was informed by Commissioner Denny, FCC Engineering Dept. now thinking about 250 w.

Chairman Porter commented the new No. 6 television channel (82-88 mc) offers possibilities for FM should additional FM space be needed. Maj. Armstrong suggested

(*Continued on page 76*)

AP

WBRY, Waterbury, Connecticut

. . . think your Telescript presentations are excellent and most helpful in the sale of the fine Telescript features on The AP radio wire.

E. J. Frey
Station Manager

available through
PRESS ASSOCIATION, INC.
50 Rockefeller Plaza
New York, N. Y.

Is YOUR sales message reaching this *fertile market* ?

ILLINOIS
INDIANA
CHICAGO
Bloomington
Champaign
Urbana
Lincoln
Danville
Decatur
Springfield
TUSCOLA
Mattoon
Terre Haute
Effingham
Vandalia

.5 Millivolt Contour
Jansky & Bailey
Washington, D. C.
Key:
Primary Area—White
Secondary Area—Dark Gray

For 25 years, farmers and working people in this rich industrial and agricultural area have depended on WDZ for market reports, crop and livestock bulletins, complete news coverage and homey live-talent entertainment.

Directing the entire day's broadcast to these listeners, WDZ has built a solid, loyal audience who listen and buy WDZ advertised products. Let WDZ's "directional programming" carry your sales message to market.

REPRESENTATIVES: HOWARD WILSON COMPANY

1050 KILOCYCLES **WDZ** 1000 WATTS
TUSCOLA, ILLINOIS
"The Regional Station"

HOME ECONOMIST

(HOME SERVICE DIRECTOR)

(A woman who can build an audience of women)

WANTED

Popular basic network station in midwestern major market seeks the permanent services of a capable woman to act as Home Service Director and conduct "Kitchen Of The Air" type program daily.

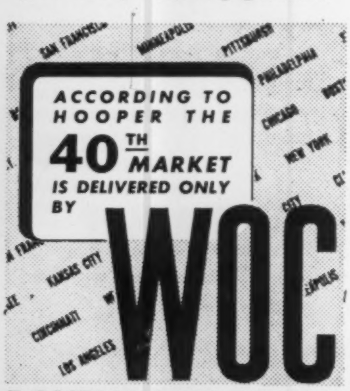
The successful applicant will be a woman with experience (over 25) who has learned how to create and present a "Home-Ec" show that will build and hold a loyal and enthusiastic audience. She should enjoy making personal appearances and talks before women's organizations. She should know the value of cultivating the retailers, wholesalers and jobbers and be able to discuss the problems of her sponsors with those sponsors.

To such a woman we offer pleasant surroundings, (if she does a good job we'll build her a model kitchen after the war) permanency and established time daily that will not be changed because of network commitments. The income will be worthwhile.

Please write fully (in complete confidence) regarding training, experience and present earnings. Address Box 967, BROADCASTING.

THE U. S.
40th
MARKET
IS THE
QUAD Cities
(DAVENPORT, ROCK ISLAND
MOLINE, E. MOLINE)
MINNEAPOLIS
ST. PAUL
CHICAGO
OMAHA
QUAD-CITIES
ST. LOUIS

Since 1943, Hooper and Conlan surveys have shown that only WOC delivers the Quad-Cities — the largest metropolitan area between Chicago and Omaha; and between Minneapolis and St. Louis. It's the 40th retail market in the nation, with approximately 218,000 population.



DAVENPORT, IOWA

B. J. PALMER, President

BURYL LOTTRIDGE, Manager

BASIC AMERICAN NETWORK
5000 WATTS—1420 Kc.
FREE & PETERS, INC., National Representatives

FM Hearings

(*Continued from page 75*)

that since TV eventually would move up and likely wouldn't be ready for the No. 6 channel at an early date, the 80-88 mc band could be assigned to FM, alleviating the New England problem.

RICHARD G. EVANS, president, Scranton-Wilkes-Barre-Pittston Broadcasters Inc., applicant for FM said: FCC proposed allocation plan would deny 2-3 million people in anthracite region proper service; believes FM will surpass AM and "within 6 months AM operators will come arunning to the Commission hollering cops and robbers and saying we have given them the economic hotfoot". Appears FCC proposes to use retail cash register as measuring stick for FM.

No need to ban AM operators from FM field if FCC recognizes FM as competitive service, rather than complementary to AM; favors unduplicated programs; recommends Sec. 3.233(d) be made part of FM Rules & Regulations; says duplication of programs will retard, not stimulate FM.

JOHN V. L. HOGAN, president, Interstate Broadcasting Co., WQXR WQXQ New York (*New York Times*): Suggests FM would be accelerated if AM programs are made available, but feels broadcasters will program FM at intervals without regulation; thinks rule on unduplication requirements will be unnecessary at present.

PAUL F. GODLEY, consulting engineer: Would leave duplication to licensee; multiple ownership regulations should stress public service need rather than fear of monopoly; joint ownership of AM-FM desirable during transition period; booster stations should be used freely in public interest; opposes reservation of 20 channels; differentiation between classes and service of FM stations should be soft-pedalled; in cases of all stations maximum boundaries of service alone should be set rather than fixed boundaries or fixed powers or fixed antenna heights.

Statements were accepted on behalf of Arthur B. Church, KMBC Kansas City; J. B. Caraway, Evansville on the Air Inc., Evansville, Ind.; Guilford Jameson, Saginaw (Mich.) Broadcasting Co.; Raymond M. Wilmotte, consulting engineer.

Major John Miner

MAJOR JOHN S. MINER, 32, son of Dan B. Miner, head of Dan B. Miner Co., Los Angeles agency, was killed on Dec. 15, 1944, while en route to Japan aboard an enemy prison ship, according to information from the War Department received by his parents. In the early days of the Pacific conflict he had been reported as "missing" and "captured". Major Miner was associated with his father's agency before being called to active duty in November 1940.

WBOC

RADIO PARK
SALISBURY, MARYLAND

More than a **MODEL**
station - an **INSTITUTION**
in this rich Chesapeake
Bay Country . . . Land
of pleasant living.

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

FC&B 3rd Agency For General Foods

Firm Will Handle Ads For Postum & Postum Cereal

FOOTE, CONE & BELDING, New York, becomes the third General Foods Corp. agency on January 1, when it takes over advertising for Instant Postum and Postum Cereal, accounts which spent nearly a million dollars for network radio time alone in 1944.

Young & Rubicam, former Postum agency, has been named to handle advertising of a new General Foods decaffeinated coffee which goes on the market in the near future. In announcing the Postum change, C. G. Mortimer, GF vice-president in charge of advertising, pointed out that it is a company policy to use separate agencies for similar products. He said that the addition of a third agency—GF's first new agency appointment in years—was necessary because of the growth and recent acquisitions of General Foods and the postwar prospects.

Besides the Postum account, FC&B has been chosen to handle advertising of a new cereal product to be introduced after the war, Mr. Mortimer said.

One of radio's largest advertisers, General Foods, spent about $9,500,000 in 1944 in network programs. GF advertising has previously been divided between Y&R and Benton & Bowles. In the beverage classification of GF products, Y&R continues to handle Sanka Coffee in addition to the new product, and B&B is in charge of advertising for Maxwell House Coffee.

Pratt Cable Exec

HARADEN PRATT, recently named chairman of the Radio Technical Planning Board [BROADCASTING, July 30], has been elected vice-president and chief engineer of All-American Cable and Radio Inc., New York and Commercial Cable Co. He will integrate all cable and radio engineering of these two companies and the Mackay Radio and Telegraph Co., all subsidiaries of the American Cable and Radio Corp.

You Reach the Sales-Rich Lehigh Valley on

EASTON, PA.
Phillipsburg, New Jersey

NBC • Mutual

Relays

(*Continued from page 15*)

be available in the VHF bands. Moreover, by duplexing operations, services other than television and FM could be carried, it is thought. These include facsimile, teletype, business machine service activated by radio and regular common carrier telegraph and telephone operations.

One of the knottiest problems facing television development has been that of relaying programs to provide nationwide service comparable to aural broadcasting. A. T. & T. last year estimated roughly that about $100,000,000 would be invested in a 6,000-7,000 mile transcontinental coaxial cable which presumably would serve initially only the larger markets. A half-dozen companies, including A. T. & T., are experimenting with microwave radio relays, and are applicants before the FCC for such service.

When the plan is made public in full detail, it is presumed the exact manner in which service will be supplied will come to light. The engineering feasibility of the plan remains to be determined, but cognizance must be taken of the importance and the technical standing of Westinghouse and Martin in their respective fields.

Plants Close to Each Other

Much work has been done by Westinghouse and other radio and electronics firms in microwave transmission and equipment development, for wartime purposes. Westinghouse and Martin plants are neighbor properties outside Baltimore.

Radar unquestionably would play a significant role in the evolution of the new system. By using this ingenious ranging and detecting service, planes flying the anchored routes would be forewarned of any obstructions in their paths. The phenomenal development both in radio and aviation during the war, many aspects of which remain classified, doubtless have contributed toward the possibility of the project—the most ambitious since radio's advent.

Implicit in the development, if demonstrated as practical, would be elimination of all types of existing relays for high frequency services. The cost factor, apparently would be much lower than coaxial cable. Moreover, it should be infinitely less than radio relays using high antennas or mountain-tops at regular intervals to relay the line-of-sight microwave signals which travel from horizon-to-horizon and which are deflected by physical barriers in their paths. At a 30,000-foot altitude all obstructions would be scaled.

Conceivably, under such a plan, one company could supply nationwide television and FM service or several such services. But whether such an operation would be in the common carrier field (like A. T. & T. which owns no broadcast or television stations) or in the radio service operating field would be a question of public policy to be decided. Inevitably there would arise the question of tendency toward monopoly if one company operated an entire network of television or FM stations. Existing networks repeatedly have been confronted with that problem and have never gone beyond ownership of a handful of stations in key markets.

Presumably the proposed service could be accommodated in allocations now provided by the FCC for television and FM relay services above 400 mc. Provision now is made for expansion of broadcast, television, facsimile and relay services in the ranges up to 960 mc.

CLURE OWEN LEAVES FCC FOR AMERICAN

CLURE H. OWEN resigned Aug. 1 as assistant chief, Broadcast Division, FCC Engineering Dept. to become allocations engineer with the American Broadcasting Co.

Mr. Owen

A veteran of 14 years as a Government radio engineer, Mr. Owen was named assistant chief of the Broadcast Division last October, succeeding John A. Willoughby, who was promoted to chief [BROADCASTING, Oct. 23, 1944]. He had been chief of the Hearing Section, Broadcast Division since 1941.

Mr. Owen served in the Radio Division, Commerce Dept. in 1931-32, went to the Federal Radio Commission when his department was transferred to FRC in 1932. He was born in Aldrich, Mo., in 1904 and holds electrical engineering B.S. and M.S. degrees from the George School of Technology. At one time he was associated with Radio News Lab., New York, and Daven Radio Corp., Newark.

For the time being no successor at the FCC will be named.

It is not the amount of noise you make that counts in radio. It's what you say and how well you put it over that matters.

There are more powerful stations than CHNS in Canada but none with better equipment.

For Rates: Apply Station Director
CHNS • BROADCASTING HOUSE, Halifax, Nova Scotia
or
Joe Weed, New York City

DOUBLED!

Yes, Knoxville Retail Sales Have More Than Doubled The Past 4 Years . . . LEADING THE NATION.

KNOXVILLE offers much to advertisers seeking a lucrative market. Reach more people with money to spend, per dollar invested, through WBIR, the station with a big audience. WBIR is an American Broadcasting Company affiliate.

John P. Hart, Manager

WBIR
A NUNN STATION

Knoxville, Tenn.

Represented Nationally by The John E. Pearson Co.

IT'S WINCHARGER TOWERS
From MAINE to CALIFORNIA
ARMY E NAVY
Bonds for VICTORY
Makers of
WINCHARGER
FARM ELECTRIC SYSTEMS
WINCO
DYNAMOTORS
WINCHARGER
VERTICAL RADIATORS
IMMEDIATELY AVAILABLE on SUITABLE PRIORITY
WINCHARGR VERTICAL RADIATORS AND ANTENNA TOWERS
WINCHARGER CORPORATION
SIOUX CITY, IOWA

Wincharger Towers are promoting better broadcasting all the way from Maine to California . . . in all types of stations. And while their strong coverage insures better listening . . . and a bigger audience . . . they actually cost less, both in initial cost and upkeep. Slender . . . with uniform cross section for ideal radiation they please everyone . . . from the style-minded sales force—thru the efficiency-minded engineer—to the profit-minded manager.

Write or Wire for Complete Information.

Advertising Council Votes to Continue Cooperation for Public Service Plan

PROPOSAL that the cooperation of all advertising interests for public service which has functioned so effectively during the war period be continued into the postwar era has been approved by the board of the War Advertising Council and will now be submitted to the various sponsoring groups which support the council.

Council points out that the future welfare of business and advertising is interlocked with that of the public, that the need for public service advertising will not end with V-J Day and that many post-war problems will be as serious as those faced in wartime. Fact is stressed, however, that "as long as the war with Japan lasts the council's supreme objective will be to help speed the day of final victory."

But, the proposal states "because from the standpoint of many grave national problems the line of cleavage between war and postwar will not be sharp but blurred, it is necessary to settle now the question of whether advertising should be fully demobilized from the national service at the war's end."

Such current council campaigns as the fight against inflation, problems of returning veterans and the need for international cooperation will be carried over into the postwar period if the sponsoring groups approve the council's extension past the end of the war.

Swan Soap Set

LEVER BROS. Co., Cambridge (Swan soap), has bought last show of the CBS summer sustainer *Life of Mary Christmas*, 8:30-8:55 p.m. Aug. 27, to use closing time to introduce Joan Davis and Swan soap which takes over period Sept. 3. Joan Davis series was originally scheduled to start Aug. 27. Format of last season's Joan Davis show which was located in a grocery store is owned by former sponsor, Sealtest, which is continuing that series without Miss Davis. Present tentative plans are to set Miss Davis in a tearoom instead of a grocery.

Siepmann

(*Continued from page 20*)

leadership, people are capable of responding to."

It can only be presumed from this commentary that Mr. Siepmann believes the American listening public is suffering under a delusion that it likes what it listens to, and that that delusion is given substance through some magic exorcised by broadcasters.

Radio's "greatest need," he believes, is "a more widespread, intelligent reaction to what it offers."

There is more. Woven through Mr. Siepmann's articles is a lament against daily serials. He believes that such escapism as they provide does not promote a better world. Much that he offers is constructive and thoughtful. All of it is written in convincing prose. What effect his probing at the FCC might have on radio in this country is not predictable now, for no one at the FCC cares to talk about his assignment.

Mr. Siepmann was born March 10, 1899. He is a graduate of Oxford University, London, and a veteran of World War I. His recreations, according to Who's Who (1945), are walking and reading. He is being assisted in his work at the FCC by Miss Eleanor Bontecue, former aide in the office of Justice Hugo Black—who is Commissioner Durr's brother-in-law.

Resuming TV

RESUMING production of television programs, WOR New York starts 13-week series on WRGB, General Electric video station in Schenectady, Aug. 1, Wed., 8:30-9 p.m. Series starts with *The Better Half* until Sept. 5 when the "Brownstone Theatre Presentation" takes over for 7 programs, followed by *Sea Book Dramas* for the last three shows. WOR had presented radio programs for the last two years on WABD, DuMont video station in New York.

BROWN & WILLIAMSON TOBACCO Co., Louisville (Raleigh cigarettes), effective Oct. 10 will replace NBC "Gay Mrs. Featherstone", Wed. 7:30-8:00 p.m. (CWT) with Sigmond Romberg's 45-piece orchestra. Agency is Russel M. Seeds Co., Chicago.

WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.

WIBW The Voice of Kansas in TOPEKA

ALBUQUERQUE

Is New Mexico's Major Market

★ **KGGM** ★

1260 KC. – 1000 WATTS. FULL TIME – COLUMBIA AFFILIATE

POPULATION* 73,327

14 1/3% OF TOTAL STATE POPULATION

BUYING POWER** $90,265

27 1/4% OF TOTAL STATE INCOME

RETAIL SALES** $40,580

22 8/10% OF TOTAL STATE RETAIL SALES

* Source: U. S. Bureau of Census and O. P. A.
** In thousands (000 omitted). Source: Sales Management

KVSF (1340 KC. 100 Watts) In Santa Fe, state capital and second largest city in New Mexico, gives complete basic coverage New Mexico's second major market at low cost. Affiliated with KGGM and the Columbia Broadcasting system.

REPRESENTED NATIONALLY BY
TAYLOR-HOWE-SNOWDEN RADIO SALES
NEW YORK CHICAGO DALLAS AMARILLO

W L A W

LISTENERS:
Daytime audience, 1,902,591; nighttime audience, 1,569,794.

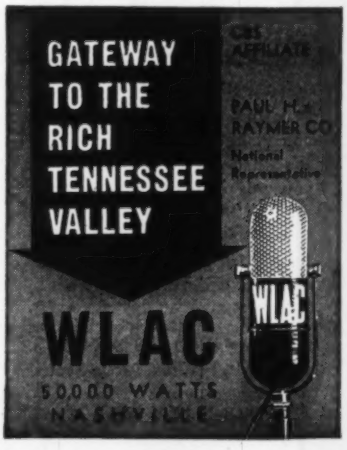
COVERAGE:
Within the WLAW .5 mv/m contour you cover 181 cities and towns of Industrial New England.

PROGRAMS:
Popular Blue Network and imaginative local programs have won an enthusiastic following.

SEND to Station WLAW, 278 Essex Street, Lawrence, Mass., for revealing data and coverage map.

5000 WATTS 680 KC

NATIONAL REPRESENTATIVES
WEED & CO.



Crosley

(*Continued from page 15*)

was found otherwise financially, technically and legally qualified. Mr. Coursen warned that a "very dangerous precedent" would be set if the Commission held that manufacturing interests *ipso facto* could not own stations. He cited General Electric and RCA among licensees who would be affected by such a precedent. Both counsel argued that the question was one for Congress and not the FCC to determine.

Complying with the Commission's wishes that principal officers and directors be residents of the area served by WLW, Mr. Coursen said Avco had made some changes in the proposed Crosley board. Five of the nine members would be residents of Cincinnati. They include, besides Powel Crosley Jr., R. C. Cosgrove, vice-president and general manager of manufacturing; James D. Shouse, vice-president in charge of broadcasting; Robert E. Dunville, vice-president and general manager of WLW; John Rowe, president of the Fifth-Third Union Trust Co.; Avco board members would be Mr. Emanuel, Irving B. Babcock, president; William F. Wise, executive vice-president; R. S. Pruitt, general counsel.

Crosley by-laws will be amended to segregate broadcasting operations from manufacturing, Mr. Coursen said. Avco is prepared, he added, to divorce broadcast operations entirely from the parent company by setting up a separate corporation, if the FCC insists. In such event Mr. Shouse would become president, Mr. Dunville vice-president and all directors would be residents of Cincinnati, except Messrs Emanuel and Babcock.

Presumably, Mr. Emanuel would become chairman of the board. with Mr. Babcock in second position of authority.

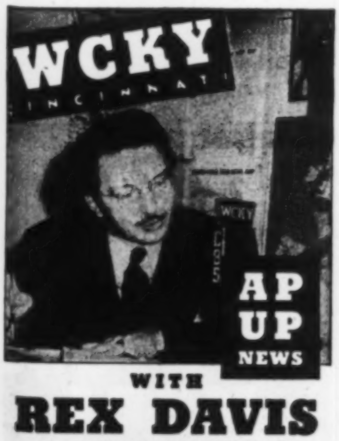
Commissioner Denny questioned Avco counsel closely as to the proposed capitalization of the new company which might be set up to operate WLW, but Mr. Coursen said that stage hadn't been reached. The Commissioner insisted that without such an established figure, Messrs. Shouse and Dunville, as the operating heads of WLW would be in no position to determine how much business they would have to do to realize a return. "If we know how much is set for the broadcasting property, we can get some idea how much you expect to earn," he said.

Chairman Porter felt the Commission could not be certain it was exercising its duty "if the price drops out of view".

Mr. Patrick citing Sec. 310 of the Communications Act, said the Commission could not deny the application of Mr. Crosley by requirement. By restriction the FCC can make the business of broadcasting "unattractive and unattainable," he asserted.

"Congress has to date no action to exclude from the broadcasting field persons engaged in manufacturing or other businesses," he said. As for absentee ownership, Mr. Patrick pointed out that principal executives of the networks live far from their owned and operated stations.

Asked to comment on the proposed WINS sale, Mr. Patrick said the "parties differ, the issues differ, the facts differ" and he couldn't see any basis where action in the Crosley-Avco transaction would have any bearing on the WINS sale or vice versa.



Wheeling Steel Names

WHEELING Steel Corp., Wheeling, W. Va., has appointed Newell-Emmett Co., New York, to handle advertising. Radio considered.

●

One of Radio's Top 250 watters has an

OPENING

For An

ALERT EXPERIENCED ANNOUNCER

Control operation required. This is an unusual opportunity for a postwar future with a station that does things.

Reply with full particulars.
Bob Alburty, Manager

WHBQ
Your MUTUAL Friend

Hotel Gayoso
Memphis, Tenn.

●

Second FM Shift

SECOND petition for shift of assignment of an operating FM station to newly allocated frequencies was filed with FCC last week by The Journal Co., *Milwaukee Journal* publisher and licensee of standard station WTMJ and FM station WMFM. Latter station would move from 45.5 mc, present channel, to preferred 94.1 mc channel. Increased coverage is planned. Temporary interim operation from WTMJ location is proposed during changeover of WMFM facilities. First such application for conversion had been filed by Maj. Edwin H. Armstrong for WFMN Alpine, N. J.

Letter to the Editor

Editor, BROADCASTING:

Please correct July 30 issue reporting WHBF as being for the proposed FCC allocations for FM. We did not comment on FCC plan in our statement to Commission. We did state our position in support of the single market plan. We are on record favoring this plan when first announced by CBS. We think it is sound. We have not changed our minds. Therefore, please list us as among those favoring CBS single market plan in FM allocations.

Regards.

(s) LESLIE C. JOHNSON
Radio Station WHBF
Rock Island, Ill.

Aug. 2

MAKE YOUR TESTS WHERE UNCLE SAM MAKES HIS!

When the U. S. government made a test census, it chose St. Joseph and Marshall Counties, Indiana.

AGAIN—To make the national nutrition studies, it picked the same counties.

AGAIN—It found that the "Average American Family" lived in one of these counties.

It chose them because they're the two counties* in America *most typical of the nation's agricultural-industrial structure.* What better testing ground for any product made for the typical American family?

**St. Joseph County, with South Bend the county seat, is the home of WSBT. Marshall County adjoins it. Both are in the WSBT primary service area—where nearly everyone listens to WSBT. Have you seen our Hooper lately? It's a real eye-opener; send for a copy.*

1000 WATTS 960 K. C.
COLUMBIA
NETWORK

WSBT
SOUTH BEND

PAUL H. RAYMER CO. • NATIONAL REPRESENTATIVES

PLANE PRODUCERS TO AUDITION SHOW

WESTERN aircraft manufacturers meet Aug. 15 in Hollywood to hear audition records of two shows submitted by Dancer-Fitzgerald-Sample and American to the industry for possible fall sponsorship. Eastern manufacturers are in favor of using a network radio show but decision as to which one was left for the west coast meeting.

Industry was reported to spend approximately $1,000,000 annually for program [BROADCASTING, June 25]. Program tentatively titled *America Speaks* was submitted by Dancer-Fitzgerald-Sample. *American Parade* is the working title for the network's package show.

Liquor Ads Are Dropped By WFAA, KGKO Dallas

ADVERTISING of alcoholic beverages will be discontinued on all programs by WFAA Dallas and the Dallas division of KGKO Dallas-Fort Worth at expiration of present contracts. Earlier alcoholic beverage sponsors had been refused time on newscasts.

Rev. Sam Morris, Texas Baptist minister and prohibitionist, in past has complained periodically to FCC about beer and liquor sponsors on Dallas and Fort Worth stations. One of his complaints is pending against KRLD. WFAA in the past has accepted only a limited number of beer accounts, but with local option management felt subject was controversial.

KCMO
WINNER
1000-10000 WATT CLASS
FOR OUTSTANDING PROMOTION OF
TERRY AND THE PIRATES
1945
CONTEST
THE
QUAKER OATS COMPANY

WHY ALL THE FUSS?

KCMO is proud of its award for outstanding promotion of Terry and the Pirates, sponsored by The Quaker Oats Company. Sure! But why all the fuss? Outstanding program promotion is the rule rather than the exception at KCMO—a rule that measures promotion in terms of potential customers reached. Let this rule be your guide to time-buying that brings positive results for your radio dollars invested in the greater Kansas City agricultural-industrial market. For availabilities, see your nearest John E. Pearson office.

5000 WATTS

Basic Station
AMERICAN Broadcasting Co.

KANSAS CITY
KCMO

Represented by
JOHN E. PEARSON
CHICAGO
NEW YORK
KANSAS CITY

ACTIONS OF THE FCC

JULY 27 TO AUGUST 3 INCLUSIVE

Decisions . . .

ACTIONS BY COMMISSION

JULY 31

WBAX Wilkes-Barre, Pa.—Granted further extension temp. license on temp. basis only, pending determination of application in Docket 6723, not later 10-1-45.

AUGUST 1

WSTV Steubenville, O.—Granted license renewal for period ending 2-1-47.

WHAT Philadelphia—Same.

WJPR Greenville, Miss.—Same.

KTUC Tuscon, Ariz.—Granted license renewal for period ending 8-1-47 (Comdr. Durr voted for further inquiry).

Philco Radio & Television Corp., Wyndmoor, Pa.—Granted CP new exp. TV station to develop system in 480-920 mc region; frequencies to be set by FCC; A3 A5 special and special FM emissions; 1 kw visual and aural. Also granted CPs for three exp. TV relay stations for areas of Washington, Philadelphia and New York to develop microwave relay equipment; frequencies to be set by FCC; A0 A1 A3 A5 special and special FM emissions; 50,000 w peak.

AUGUST 2

The Crosley Corp., Cincinnati—Granted transfer of control from Powel Crosley Jr. et al to The Aviation Corps.

ADMINISTRATIVE BOARD ACTIONS

JULY 30

WKAQ San Juan, P. R.—Granted license to cover CP move trans. and studio.

Applications . . .

JULY 27

NEW-48.1 mc WRAW Reading, Pa.—CP new FM station, 4,750 sq. mi., $27,828 est. cost.

NEW-48.1 mc KROY Sacramento, Cal.—CP new FM station, 2,629 sq. mi., $33,600 est. cost.

JULY 31

NEW-44.7 mc RadiOhio Inc., Springfield, O.—CP new FM station, 3,068 sq. mi., $22,850 est. cost.

NEW-44.9 mc RadiOhio Inc., Portsmouth, O.—CP new FM station, 2,273 sq. mi., $24,850 est. cost.

NEW-44.7 mc RadiOhio Inc., Zanesville, O.—CP new FM station, 3,525 sq. mi., $22,850 est. cost.

NEW-46.3 mc Georgia-Alabama, Broadcasting Corp., Columbus, Ga.—CP new FM station amended to request 10,320 sq. mi.

KFMB San Diego, Cal.—Mod. license to change corporate name from Worcester Broadcasting Corp. to The Jack Gross Broadcasting Co.

AUGUST 2

NEW-60-66 mc WKBO Harrisburg, Pa.—CP new commercial TV station, Channel 2, ESR 1110.

NEW-1490 kc S. Marvin Griffin, Bainbridge, Ga.—CP new standard station 250 w unl.

NEW-45.5 mc KGNC Amarillo, Tex.—CP new FM station, 12,781 sq. mi., $64,250 est. cost.

NEW-WJHL Johnson City, Tenn.—CP new FM station on frequency to be set by FCC, 8,000 sq. mi., $37,750 est. cost.

NEW-46.5 mc KOMA Oklahoma City—CP new FM station, 21,675 sq. mi., $98,060 est. cost.

NEW-1490 kc Joseph P. Ernst, Worland, Wyo.—CP new standard station 250 w unl.

NEW-1240 kc Radio & Sound Service, Trinidad, Col.—CP new standard station 100 w D.

NEW-48.1 mc Queen City Broadcasting Co., Boise, Ida.—CP new FM station 2,220 sq. mi., $28,560 est. cost.

NEW-KALB Alexandria, La.—CP new FM station on frequency to be set by FCC, 4,560 sq. mi., $13,700 est. cost.

NEW-105 mc The World Co., Lawrence, Mass.—CP new FM station, 5,608 sq. mi., $28,522 est. cost.

KFMB

Sells

SAN DIEGO

IT'S EASY TO DO

90% of the entire population in San Diego County resides in metropolitan San Diego . . . within 15 miles of our antenna. That's 373,500 civilian people who must depend on us alone for primary reception of our network's shows!! They're ready to buy . . . but must be covered from within to be covered right!

KFMB
THE BASIC AMERICAN NETWORK
[PACIFIC COAST]
SAN DIEGO, CALIF.

JACK O. GROSS: Pres. & Gen. Mgr.
Represented by the BRANHAM CO.

FM Application

APPLICATION for a 3 kw FM station in Providence, R. I., with coverage of 7,840 square miles and estimated cost of $13,975 was filed with the FCC last week by John J. Sirica, former general counsel of the House Select Committee to Investigate the FCC, on behalf of Colonial Broadcasting Co., newly formed corporation. Firm is composed of 10 Putnam, Conn., businessmen, headed by Augustus M. Wilson, president. Application was for 44.7 mc channel, but correct frequency in new band will be assigned if petition is granted.

ON THE LOOK-OUT FOR MORE IDAHO SALES!

KSEI
POCATELLO · IDAHO

NAB Report

(Continued from page 18)

of the Public Relations Committee including listener activity, the code committee and the program managers executive committee, with the public relations director serving as secretary on all three committees. Major activity has been radio's 25th anniversary, and discussion of campaign is included. Also discussed is public relation book, *Management in the Public Interest*. Report tells of cooperation with educational and religious groups, work on Academy of Radio Arts and Sciences, and pamphlets.

Listener Activity Division

Progress is reported in fields of national organizations contact, international interests, the Assn. of Women Directors; community radio activity, women's and children's interests, and radio education. Aim is to acquaint public with the importance of listeners in the democratic system of American radio.

Engineering

Department sees a coming return to normalcy. Report lists scope of cooperative activities with technical radio groups, such as War Communications, IRE, RMA, RTPB, State Dept. in re Telecommunications Conference, the FCC, OWI and Canadian broadcasters.

Promotion

Chief activities are NAB War Committee, with direct service to armed forces overseas; War Bond Committee; Radio News Committee; Council on Radio Journalism, coordinating training for radio with expanding requirements for personnel.

General Counsel—Labor Relations

Office handles Industrial Relations, compiling data on labor contracts for use of member stations, and advising them on such matters; and general legal problems, on FCC regulations, copyrights, censorship and allied legal problems.

Government Relations

Legislative branch acts as "liaison" between stations and Congress, keeping each informed on activities and functions of the other. Executive and Administrative interprets rules and regulations of the FCC and informs broadcasters of the rulings. Judicial interprets and informs members on court cases as they apply to radio.

Secretary-Treasurer

Report lists active membership by districts, committee meetings, district meetings, staff changes and statement of income and expense for the year.

Broadcast Advertising

Much of the work has been devoted to development of retail radio advertising. In this connection, department reports on clinical test by Joske's of Texas and the sales managers executive committee which worked on the test and compiled results among other activities, such as research on rate cards, time selling, etc. Work with small market stations is told, along with cooperation with NRDGA, the District meetings, talks before ad clubs, and activities with educational groups, government agencies, trade groups. Report also discusses future of broadcast advertising and states the aims of the group—1. Keep copy clean. 2. Sell better advertisers.

WORDS or music—its all the same to WJHP staff. Ted Chapeau, station manager (with trumpet) found his announcers were hot musicians so *Club 1320* afternoon show, was born. (l to r) Al Jennings, sports; Lamar Morgan, the "Nightwatchman"; Mr. Chapeau; Ray Herbert, news; Doug Oliver. Dennis McCarthy, not shown, picks a guitar.

RAYMOND R. MORGAN OPENS N. Y. OFFICE

RAYMOND R. MORGAN Co., Hollywood, and its affiliate, Goodkind, Joice & Morgan, Chicago, expanding operations on a national scale, have established branch offices at 55 W. 42nd St., New York, with Hugh Ernst Jr. vice-president in charge. San Francisco offices have also been opened in the Hearst Bldg. with Porter Anderson vice-president in charge as resident manager. Lester Hopper, for three years copy chief and account executive of Buchanan & Co., Chicago, has joined Raymond R. Morgan Co., Hollywood, in similar capacity.

Simultaneously, it was announced that Planters Nut & Chocolate Co., Suffolk, Va. account will revert back to Raymond R. Morgan Co. and its affiliate, Goodkind, Joice & Morgan as of Oct. 1. Pacific division of that account, for past 18 months, has been handled by Erwin, Wasey & Co. of the Pacific Coast (now Honig-Cooper Co.). Prior to that for several years account was serviced by Raymond R. Morgan Co. Present and anticipated appropriations for Planters include extensive radio advertising.

Deutsch Back

ARNOLD R. DEUTSCH, active head of the Deutsch & Shea Adv. Agency, New York, has returned to the agency post after almost three years in military service. Mr. Deutsch recently returned from overseas where he was chief of production and distribution of the publications section, psychological division, SHAEF. Mr. Deutsch was chairman of the Army Advertising Club of the United Kingdom. Earlier in the war, Mr. Deutsch served in the U. S. Maritime Service.

WMOG To MBC

WMOG Brunswick, Ga., 250 w days, 100 w nights, on 1490 k.c., joins Mutual as its 274th affiliate upon completion of network lines.

Hon. Louis Nelson
Wade Advertising Agency
Chicago, Illinois

Dear Lou:

Well, we got that stray kitten named. Dave Fulton offered a $25 bond on his Morning Mix show for a name for her . . . Mrs. E. E. Miller of Marmet, W. Va. was the first one to come thru with the name "Mixie" . . . and Mrs. Miller won the bond. Why "Mixie"? Well, maybe because of the "Morning Mix" show, maybe because the kitty's a "mix" and maybe because WCHS offers its listeners a mixture of all those things the listeners want, mixing education with entertainment. At any rate, I'm plenty glad the kitty has a name. We have long conversations these summer nights and I like to know who I'm talking to.

Yrs.,
Algy

WCHS
Charleston, W. Va.

57.7%
of all Iowa families "Listen Most" (night) to
WHO
(55.6%, daytime)
Write for complete facts!
50,000 Watts • Des Moines
Free & Peters, Representatives

FOR 24 HOUR SERVICE
ON DIRECT CUT COPIES OF YOUR RECORDINGS

Follow the Crowd
TO...

U.S. RECORDING CO.
1121 VERMONT AVE.—WASH. 5, D. C.
WRITE-WIRE OR CALL FOR DETAILS

NORTH
EAST
SOUTH
WEST

The Texas Rangers
SELL MANY PRODUCTS FOR MANY ADVERTISERS
NOW ON
WDAE
Tampa
Drug Products
GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Experienced announcer speaking Spanish. Unusually good pay, pleasant surroundings, transportation advanced if necessary. Give experience and reference. Box 889, BROADCASTING.

Wanted—Veteran first class license holder for transmitter and/or studio for Rocky Mountain 1 kw outlet. State education and experience. Box 661, BROADCASTING.

Announcer—Have immediate opening, permanent for right man. Send full details and salary expected. WREN, Lawrence, Kans.

Salesman. Outstanding independent station in middlewest seeks commission salesman of proved ability and integrity. Right man can earn $10,000-$12,000 a year. Send complete details first letter, in confidence, to Box 429, BROADCASTING.

Northeast Texas Blue-Mutual 250 watter needs combination first class engineer-announcer. Pleasant working conditions. Permanent position. Floaters please do not reply. Write complete history and salary requirements first letter. Box 911, BROADCASTING.

Wanted—Ex-serviceman for position as chief engineer for growing southern CBS station. Must have experience, must know radio transmission, have first class ticket. Must have initiative and be willing to assume responsibility and work men. Excellent opportunity for right man. Box 928, BROADCASTING.

Announcer wanted by southern 50 kw station. Salary and talent. Excellent opportunity for good man. Box 925, BROADCASTING.

Centre Broadcasters are looking for a program director for their proposed new station at State College, Pa. Write P. O. Box 191, State College, Pa.

Interested in future? Two permanent positions open. First class transmitter engineer, minimum announcing. Also, need announcer who can meet public. Contact KGFW, Kearney, Nebr., immediately.

Transmitter engineer—First class license wanted. Permanent position. Salary $50.00. Excellent working and living conditions. 1 kw outlet CBS affiliate. Send details Chief Engineer, WCAX, Burlington, Vermont.

Salesman—Basic network station in midwest major market has opening for experienced salesman (young man preferred) who wishes to establish himself permanently where his ability will mean worthwhile income, pleasant surroundings and one of the finest opportunities for the future offered anywhere. Write fully (in confidence) giving age, marital and draft status, experience and salary requirements to Box 966, BROADCASTING.

Wanted—One 1st class engineer, southern station, excellent working conditions. Box 961, BROADCASTING.

Engineer—Network station in Michigan needs a good engineer, capable of smooth control room operation and transmitter maintenance. State full qualifications and minimum salary. Permanent position with good future. Box 968, BROADCASTING.

Commercial Continuity Writer—WMBD wants topnotch commercial copywriter to work in department of five writers. Good advertising experience and radio writing background desired. Contact Edgar L. Bill, WMBD, Peoria, Illinois.

NEWSCASTER—KMBC, Kansas City requires services of journalism graduate with adequate news experience—midwesterner preferred. Must be capable of evaluating, editing, writing and broadcasting own copy and possess a microphone personality. Splendid opportunity in one of radio's pioneer newsrooms with five-wire service. Rush all data, including transcriptions of air work and photograph to Karl Koerper, Managing Director, KMBC, Pickwick Hotel, Kansas City 6, Missouri.

1,000 watt American daytime station wants announcer-operator. $40.000 plus yearly bonus. Send audition record and picture. WRRF, Washington, N. C.

First Class transmitter operator for 1 kw eastern regional station. Reply Box 979, BROADCASTING.

Help Wanted (Cont'd)

Copywriter wanted—Man capable of producing selling spots and continuity. Starting salary $40.00, advancement, permanent position. 1 kw CBS affiliate New England. Full details to Box 950, BROADCASTING.

First class sports man for 5000 watt midwest CBS station. Box 929, BROADCASTING.

Need a man with first class license who can announce. MBS affiliate. Call, wire or write telling all to Duane L. Watts, General Manager, KHAS, Hastings, Nebr.

Wanted—Announcer-copywriter. Experienced and reliable with third class ticket or willingness to obtain one. Permanent position if you are man for job. Progressive Rocky Mountain NBC station. Send full details to KSEI, Pocatello, Idaho.

Help wanted—3 engineers holding first phone licenses. Network station located in midwest. Opportunity for advancement for men qualified. Reply, North Central Broadcasting System, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

Experienced announcers, copy writers, salesmen, wanted for new Mutual Station KALL, 248 South Main Street, Salt Lake City. Must have certificate of availability. Send all details with application.

Immediate opening for capable all-around announcer. $50 per week. If interested call WERC, Erie, Pa., collect. Phone 4-7490.

Salesman wanted—Station WCOP, Boston's American Network affiliate, has an opening on its sales staff for a radio advertising salesman who has had experience in selling and developing retail accounts. Best man for job should believe in radio as a medium for retailers, should know how to use it and how not to use it, and be able to translate his convictions into constructive selling. For such a man there's true opportunity at this growing Cowles station. Drawing account and commission. Write commercial manager.

ANNOUNCER for network station in leading Florida resort market. Must be experienced. Prefer a man with smaller city point of view to apply his experience in handling and developing local programs. If you have had experience with aggressive small town stations and are ready to step up, you are the man we want. Interviews will be arranged in Chicago. Write giving complete details on radio experience. Address: "Florida", c/o BROADCASTING Magazine, 360 N. Mich. Ave., Chicago 1, Ill.

Situations Wanted

STAFF ANNOUNCER—Experienced in newscasting and record shows desires making a change to some good midwestern station. A limited amount of copywriting experience. Discharged overseas veteran of this war. Married, one child. Box 978, BROADCASTING.

Announcer—Married, 2 years' experience, newscasting, record shows, mail shows, permanent position desired. Box 977, BROADCASTING.

Situations Wanted (Cont'd)

ANNOUNCER—experienced man, versatile, looking for a job with a future. Solid addition to your staff. Box 974, BROADCASTING.

Can you use me? I am a young woman with university training in announcing and copy-writing. I would like an announcing and copy-writing job on a small station. Box 973, BROADCASTING.

Experienced accountant-office manager. Reliable, sober, 33, college, veteran. Mr. Yarborough, 1340 Pennsylvania, Denver, Colorado.

Dependable musical-clock announcer-salesman—37, clean-cut, mature, seeks permanent connection with progressive station. Would also consider commercial manager post on small progressively managed outlet. Ample qualifications. Newspaper background, 5 years radio. State your best proposition. All replies carefully considered and held strictly confidential. A-1 references. Box 971, BROADCASTING.

Experience can save money for you, applying, establishing and constructing your station. All details handled in most reasonable manner and at your direction. Have built and established two "war time" stations. Box 969, BROADCASTING.

Experienced copywriter — News - editor, announcer, control-board operator, production director, formerly instructor of radio at large state university, holder of 3rd class ticket, B. S. and Masters degrees, would like position with educational AM or FM station, or progressive commercial station developing new public service features and willing to employ a young lady. Box 970, BROADCASTING.

Manager—Thoroughly experienced, now employed. Excellent eighteen year commendable record. Complete practical knowledge and contacts all phases station operation. College graduate, family man, age 40. Desire permanent position affording opportunity for community activity and normal home life. Your reply strictly confidential. Box 859, BROADCASTING.

Network caliber announcer with first class license. Programming ability. Box 959, BROADCASTING.

Manager-Chief engineer. Ten years' experience. Now employed major network. Box 958, BROADCASTING.

Announcer—all-around. Young. Army dischargee. Commercials, news, etc., can handle board, turntables, recorded shows. Year's college experience and training. Seeking staff job. East preferred. Give particulars. Audition disc available. Box 957, BROADCASTING.

Capable woman—Experienced woman's commentator, continuity editor, programming, staff announcing in network station. Third class license. Technical background. No location preference. Box 943, BROADCASTING.

Engineer—Experienced, studios, transmitters, recording, net stations. Box 932, BROADCASTING.

Experienced commercial and news announcer desires work in central or western states. Army discharge. References. Box 931, BROADCASTING.

Engineer—Five years in broadcasting; studio, recording, transmitter; fifty kilowatt network experience. Just returned from eighteen months in Europe on Government assignment. First class phone license, 4F, married. Seeks permanent position. Box 930, BROADCASTING.

Situations Wanted (Cont'd)

Young man, first class engineer seeks permanent position in southeast. AM experience. Interestd in FM. Box 965, BROADCASTING.

I have ten years of programming, production, announcing and sales experience to offer as my qualifications for a managerial position. I am married, with one child, and have been with my present station for several years in an executive capacity. Box 964, BROADCASTING.

Program director—Now employed as announcer with 50,000 watt network station. Desire small or medium powered station in midwest affiliated with net. Family man, permanent, reliable, progressive ideas. Box 962, BROADCASTING.

STATION EXECUTIVE familiar with operations from ground up desires managerial post or can handle any department other than technical. Age 33, married, two children. 14 years with same station, network outlet in good market, having worked up from announcer through special events, program director, merchandising manager and assistant general manager. Willing to take any position with opportunity for development based on results. Prefer east or midwest. Box 980, BROADCASTING.

For Sale

Two RCA 4856-A lateral heads and arms in perfect condition. Heads just factory rebuilt. Make offer. Box 976, BROADCASTING.

For Sale—Brand new guaranteed 813, 100th, 810. Make offer. Box 972, BROADCASTING.

New broadcast transmitter. Meets FCC approval. Several spare tubes included. Price $2,500. Box 927, BROADCASTING.

For sale—RCA 5" current model oscilloscope $150. BC46T holders with crystals $50.00. GR 726-A VTVM $125.00, 833-A $40.00, RCA field intensity meter bureau standards calibration $800.00. Box 935, BROADCASTING.

For sale—New 1000 watt composite broadcast transmitter high level modulated 833's. Guaranteed to meet all FCC standards. F. R. Gibson, Louisiana Layne Company, Lake Charles, Louisiana.

One 700 A Western Electric oscillator, Courier, Box 1928, or phone 4-4722, Birmingham, Alabama.

Best offer takes one Western Electric 9A vertical-lateral reproducer with arm and equalizer in perfect condition. Box 963, BROADCASTING.

For Sale—250 watt transmitter in excellent condition. Now in operation. Call or wire Nathan Frank, WHNC, Henderson, N. C.

Wanted to Buy

Wanted to buy, 250 watt station or control. Write all particulars. Box 924, BROADCASTING.

1 kw broadcast transmitter or amplified. Box 923, BROADCASTING.

Wanted to buy—1000 and 5000 watt transmitting equipment for cash. Box 919, BROADCASTING.

250 Watt FCC approved transmitter. Give full particulars. Box 897, BROADCASTING.

Wanted—Field strength set. State make, condition and price. Box 941, BROADCASTING.

RELIGIOUS TRANSCRIPTION LIBRARY

Designed for Better Programs

• 100 NUMBERS IN LIBRARY "A"

WIRE FOR AUDITION DISC

Instrumental, Vocal, All Types
Nationally Known Radio Artists

• 10 NEW NUMBERS EACH MONTH

CAMPUS CHRISTIANS
127 WEST 5th STREET • LOS ANGELES 13, CALIFORNIA

The SCHOOL *of* RADIO TECHNIQUE

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America's Oldest School Devoted Exclusively to Radio Broadcasting

Comprehensive Day and Evening Courses in all phases of Radio Broadcasting taught by Network Professionals. Moderate rates

For Full Details, Request Booklet B.

NEW YORK 20, N.Y.: RADIO CITY, R.K.O. Bldg.
CHICAGO 4, ILL.: 228 S. Wabash Avenue

XUM

5000 WATTS 1330 KC.

WEVD

ENGLISH • JEWISH • ITALIAN

National Advertisers consider WEVD a "must" to cover the great Metropolitan New York Market.

Send for WHO'S WHO on WEVD

WEVD — 117 West 46th Street, New York, N. Y.

630 KILOCYCLES
5000 WATTS Full Time

AMERICAN BROADCASTING CO.

Represented Nationally by
John BLAIR & CO.

KXOK

ST. LOUIS, MISSOURI

CRYSTALS

HOLLISTER CRYSTAL CO.
Boulder Colorado

QUARTZ OSCILLATORS SINCE 1927

SERVICE DIRECTORY

"GEARED TO AM-FM EXPANSION
Radio Engineering Consultants
Commercial Radio Equip. Co.
Kansas City, Mo.
Washington, D. C. Hollywood, Cal

Custom-Built
Speech Input Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
District 1640
(Subj. to Gov't Reg.)

MORE RF KILOWATT HOURS
PER DOLLAR WITH
F & O TRANSMITTING TUBES
Freeland & Olschner Products, Inc.
611 Baronne St., New Orleans 13, La.
Raymond 4756
High Power Tube Specialists Exclusively

SOUND EFFECT RECORDS
GENNETT•SPEEDY-Q
Reduced Basic Library Offer Containing
Over 200 Individual Sound Effects
Write For Details
CHARLES MICHELSON
67 W. 44th St. New York, N. Y.

The
Robert L. Kaufman
Organization
Technical Maintenance, Construction Supervision and Business Services for Broadcast Stations
Munsey Bldg. Washington 4, D. C.
District 2292

BUY
WAR BONDS

YOU HAVE
"A DATE WITH MUSIC"
the sparkling new transcribed ¼ hour musical series

STARRING
PHIL BRITO
the voice with the 21 jewel movement

For costs and audition records write or wire
CHARLES MICHELSON
67 W. 44th St., N.Y. 18. MU 2-3376 5168

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JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
DEDICATED TO THE
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

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CONSULTING RADIO ENGINEERS
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MO 2-7859

GEORGE C. DAVIS
Consulting Radio Engineer
Munsey Bldg. District 8456
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FREQUENCY MEASURING SERVICE
Exact Measurements - at any time
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Specializing in Broadcast and Allocation Engineering
Earle Building, Washington 4, D. C.
Telephone NAtional 7757

JOHN J. KEEL
CONSULTING RADIO ENGINEERS
Earle Bldg. • NATIONAL 6513
Washington 4, D. C.

Frank H. McIntosh
Consulting Radio Engineers
710 14th St. N.W. ME. 4477
Washington, D. C.

Tel. Bridgeport 7-2465
Garo W. Ray
Consulting Radio Engineer
Hilltop Drive Stratford, Conn.

HERBERT L. WILSON
AND ASSOCIATES
CONSULTING RADIO ENGINEERS
AM FM TELEVISION FACSIMILE
1018 VERMONT AVE., N.W., WASHINGTON 5, D.C.
NATIONAL 7161

ANDREW CO.
Consulting Radio Engineers
363 E. 75th St. CHICAGO 19
Triangle 4400

McNARY & WRATHALL
CONSULTING RADIO ENGINEERS
National Press Bldg. DI. 1205
Washington, D. C.

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H. R. SKIFTER DONALD M. MILLER
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ACCURACY
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Commercial Radio Equip. Co.
- International Building, Washington, D. C.
- 321 E. Gregory Boulevard, Kansas City, Mo.
- Cross Roads of the World, Hollywood, Calif

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WASHINGTON, D. C.
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ASSOCIATE
1469 Church St., N.W., Washington 5, D. C.
Decatur 1234

LOHNES & CULVER
CONSULTING RADIO ENGINEERS
Munsey Bldg. • District 8215
Washington 4, D. C.

MAY, BOND & ROTHROCK
CONSULTING RADIO ENGINEERS
★ ★ ★
Nat'l Press Bldg. Wash. 4, D. C.
District 7362 • Globe 5880

WORTHINGTON C. LENT
Consulting Engineers
INTERNATIONAL BLDG. WASH., D. C.
1319 F STREET N. W. DISTRICT 4127

HOLEY & HILLEGAS
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1146 Briarcliff Pl., N.E.
Atlanta, Ga. ATwood 3328

GOMER L. DAVIES
Consulting Radio Engineer
P.O. Box 71 Warfield 9089
College Park, Md.

At Deadline...

TREASURY REPORT SHOWS RADIO HIGHEST

COMPARATIVE breakdown of record Seventh War Loan support volunteered by advertisers, agencies and medias released Friday by Treasury, shows that radio, up 109% over Sixth Loan effort, had far more than doubled combined effort of all other media. Total $42,635,459.25 contribution is an all-time high in advertising of any product or cause, said Ted R. Gamble, Treasury War Finance Division national director, and Thomas H. Lane, WFD director of radio, advertising and press.

Daily and weekly newspapers in the Seventh gave $12,019,199.72; controlled circulation papers $1,163,344; general magazines $2,143,145; business publications $1,159,659; farm magazines $448,691; outdoor advertising $3,351,022.52.

Radio contribution totaled $23,513,742 [BROADCASTING, July 23].

MORE TIME TO GODFREY

ARTHUR GODFREY'S morning program on CBS will be extended from a half-hour to 45 minutes, effective Aug. 27, when it will be broadcast 9:15-10 a.m. instead of the present 9:15-9:45. Extension is being made, according to Douglas Coulter, CBS vice-president in charge of programs, "in response to numerous requests."

DuMONT CHECKS SETS

WABD New York, DuMont television station, is surveying New York to determine number of video sets and their present operating conditions. Door-to-door interviewers also are tabulating figures on available television audience and looking-listening habits.

Closed Circuit

(*Continued from page 4*)

with the Blaw-Knox Co., may prove too attractive to reject. Myles is an ex-top-flight newsman in York.

CAPT. Richard D. Zern, USN, takes over Aug. 10 as officer in charge of the Navy Division and assistant commandant, Armed Forces Radio Services, in Los Angeles. He succeeds Lt. Donald T. Whitmer. Watch for step up in Navy-AFRS activity.

CBS IS receiving a stream of requests for invitations to the demonstration of improved full-color television via the color-disc method developed by Dr. Peter Goldmark, CBS Director of Engineering Research and Development, despite the fact that no such demonstration has been announced. Unofficial but reliable sources put the date as late August or early September; state that the process has been improved since it was last shown before Pearl Harbor.

SUBCOMMITTEE on public relations for Listener Activity division of NAB understood to have recommended that Listener Activity Dept. be transferred from New York to Washington headquarters to provide closer coordination of NAB overall functions. Recommendation slated for airing when NAB board meets Monday and Tuesday.

NEGOTIATIONS REVEALED IN CROSLEY SALE

INITIATION of negotiations for sale of Crosley Corp. to Aviation Corp. were handled by Management Planning Inc., Washington, D. C., it has been announced by the firm's president, Clinton Davidson.

Mr. Davidson, in revealing his organization's participation in the transaction, said Management Planning Inc. has served as financial advisor to Edward J. Noble, Chairman of the Board, American Broadcasting Co.; Powel Crosley Jr., Marshall Field, the Bingham interests (WHAS Louisville) and Westinghouse Stations Inc.

Business Briefly

(*Continued from page 4*)

the Martin Block show, 3 times weekly, participation 3 times weekly of *Take It Easy* and 12 to 15 spot announcements. Contracts for 52 weeks were placed through Emil Mogul Co., New York.

WILSON SIGNS ● Wilson Sporting Goods Co., Chicago, will sponsor All Stars vs. Green Bay Packers football game in Chicago Aug. 30 starting 10 p.m. (EWT) on full MBS. Agency, U. S. Adv., Chicago.

WONDERLAND PLANS ● Wonderland Studios, Inc., New York, has appointed Emil Mogul Co., New York to handle its advertising. Radio plans not set but may start sometime in October.

TRENTON FAIR ● Trenton Fair, celebrating its 200th anniversary this year, announced the appointment of Bert Nevins Assoc., New York, to handle publicity for the exposition. Radio is said to be considered to promote the fair to be held in Trenton Sept. 9-15.

BULOVA ON WCBW ● Bulova Watch Co. on Aug. 13 becomes first advertiser on WCBW, CBS video station in New York. Four time signals a week will be used but instead of the clockface closeup with the second hand making a circuit to the accompaniment of the minute waltz which Bulova has used for several years on WNBT, NBC television station, the WCBW announcements will show new Bulova watches on feminine wrists, while an announcer gives the time orally. Spots will be 20 seconds each, in line with CBS policy limiting video spots to the same length as networth chain breaks. Bulova agency is Biow Co., New York.

TONI PLANS RADIO ● Toni Inc., St. Paul (Cold Wave Kit), has appointed J. Walter Thompson, Chicago, to handle its advertising. Radio will be used.

SNAFU FOR BROADCASTERS

IMPROMPTU radio organization has been created and is spreading like wildfire. Adopting Governmental formula of alphabetical identity, particulary in light of rash of allocations, regulations and whatnot, group calls itself CAIC. It means, "Cripes, Am I Confused!"

People

DAVE TAYLOR, program director of WEAU Eau Claire, Wis., moves into sales and promotion department and Jack Kelly, veteran radio and public relations man, becomes program director.

PAUL S. WILSON, formerly New York manager of William G. Rambeau Co., joins the New York sales staff of Adam J. Young Inc. Aug. 6, also becoming a member of the firm. In radio since 1929, Mr. Wilson has worked with NBC's central division, CBS Radio Sales and United Press.

SCOTT BARLOW, formerly with McCann-Erickson Adv., New York, has been appointed editor of *Sylvania News* and assistant to H. G. Kronenwetter, advertising production manager of Sylvania Electric Products, radio tube division.

WILLIAM S. HALSTEAD, president of Halstead Traffic Communications Corp., will become consulting engineer for Farnsworth Television & Radio Corp., and John A. Curtis, Halstead v-p and chairman of management committee, becomes manager of Farnsworth Communications Division, in Farnsworth acquisition of all assets of Halstead Co. Halstead key personnel, lab and manufacturing facilities will transfer from New York to Fort Wayne. Farnsworth is owner of WGL Fort Wayne.

HOWARD K. SMITH, CBS war correspondent, is vacationing in his home town, New Orleans, after eight years abroad. He is scheduled to return to the Continent in the fall as CBS staff member.

RICHARD FEHR, formerly in the program publicity department of Benton & Bowles, New York, is now with Doherty, Clifford & Shenfield as publicity director. He replaces Robert H. King, who resigned last week because of poor health.

ALAN WALLACE, radio producer for the past 10 years for Procter & Gamble, Wander Co., General Mills and A. E. Staley & Co., will supervise radio for Needham Louis & Brorby, Chicago.

LT. COL. ARTHUR H. SCHROEDER, for the past 3½ years on active Army duty with Army Airways Communications System, is on terminal leave pending inactive duty Sept. 1. Col. Schroeder served for 18 months in the European theater. He is expected to return to radio law practice in Washington but has not yet announced final plans.

SYLVANIA HITS NEW HIGH

CONSOLIDATED sales of Sylvania Electric Products Inc., and its subsidiary, Colonial Radio Corp., reached a new all-time figure of $75,821,874 for the first six months of 1945. This represents an increase of 88% in sales over the corresponding period of 1944.

AMP SIGNS THREE

THREE stations have signed new music licensing agreements with Associated Music Publishers, New York, and nine others have renewed their contracts. New AMP licensees are WGY Schenectady, WCAE Pittsburgh and WJTN Jamestown. Renewing stations are: KYA KRE KOCY KFOR WAAB WEAN WICC WNAC WSYR.

XUM

Salute to KOIN, Portland, Oregon

for its showmanship in the selling of War Bonds through the *KOIN Million Dollar Club*

KOIN
CBS
MILLION DOLLAR CLUB

Arthur B. Church (left), president of KMBC, accepts from his longtime friend and fellow broadcaster Charles W. Myers, president of KOIN, a certificate of membership in the KOIN MILLION DOLLAR CLUB. The membership was extended in recognition of KMBC's outstanding achievements in War Bond promotion. Since Mr. Church became the 103rd member, the Million Dollar Club's roll call has reached 254—and is still growing.

1920-1945
XXV

It took a war to emphasize the importance of radio in its influence on our mundane existance. There is no longer any question that in radio, human beings have their most effective medium for the mass transmission of ideas.

When the call went forth to help finance this nation's war effort, radio stations contributed sound selling ideas as distinctive and ingenious as broadcasting itself.

A standout example of this is the *KOIN Million Dollar Club* which week after week, since the initial broadcast on February 14, 1943, has made its business the selling of War Bonds. Those who have been responsible for the bond sale of at least one million dollars are honored in a weekly nighttime live talent production—unique in itself among War Bond shows.

To arrive at the accumulative effort of American broadcasters in serving this nation at war, one has only to multiply the accomplishments of KOIN by the individual efforts of all radio stations—for each in its own way has participated. As an example of this, KMBC of Kansas City was one of the first to install a full-time war activities department to assure maximum effectiveness for backing up *over here* those *over there.*

Yes, a word of acclaim from nation's leaders is sweet music to the ears, but it is the grass root appreciation of the people themselves—their sons and daughters on the firing line—in which broadcasting finds its real satisfaction of a job *being* well done!

KMBC OF KANSAS CITY
Free & Peters, Inc.

Of Course—KMBC-FM—an extra service at no extra cost
SINCE 1928 – BASIC CBS AFFILIATE FOR MISSOURI AND KANSAS

KLZ DOES IT BETTER

"KLZ gets results," is Concensus of Denver Merchants Who Know It Best!

THE FRED DAVIS FURNITURE CO

June 12, 1945

JOE ALPERT'S

Morton's

KLZ NEWS SPONSORS GET RESULTS!

SAYS FRED DAVIS:" It is somewhat of a record for a newscast to be sponsored seven mornings a week for ten whole years. Naturally we are sold on the results or we wouldn't have continued our sponsorship since September 1, 1935."

KLZ PROGRAM SPONSORS GET RESULTS!

SAYS JOE ALPERT: "We sold over 1100 units of the item advertised. The store was crowded with people and they were here because they listen to my "Barn Dance" program (over KLZ). I know this is true because we had the customers checked."

KLZ SPOT ANNOUNCEMENTS GET RESULTS!

SAYS JACK LOPATA: "On Tuesday I had one announcement in the form of a test as to the pulling power of KLZ. The response was very gratifying. We clocked about 150 women coming into the store asking for this particular item, all due to KLZ."

MORE ADVERTISERS—LOCAL AND NATIONAL—BUY MORE TIME ON KLZ THAN ON ANY OTHER DENVER STATION

KLZ
DENVER
CBS
560 kc.

Affiliated in Management with the Oklahoma Publishing Co. and WKY, Oklahoma City

REPRESENTED NATIONALLY BY THE KATZ AGENCY

PRINTED IN U.S.A.

XUM